



ENTFFEST 2020

#IGNITEYOURPURPOSE

FRIDAY 19th JUNE

OUR MISSION

The Peter Jones Foundation for Enterprise (FFE) exists to improve **the socio-economic outcomes** for young people by equipping them with **enterprise skills** that will improve their life chances, whatever path they choose. We do this through **encouraging, educating** and **empowering** the young people we serve.

About EntFest

EntFest is a **unique celebration of enterprise and entrepreneurship** brought to you by the Peter Jones Foundation and hosted by the University of Buckingham. The free one-day festival brings together **students, emerging and established entrepreneurs, business leaders, investors and innovators** to network, learn and champion enterprise in all its forms.



EntFest 2019

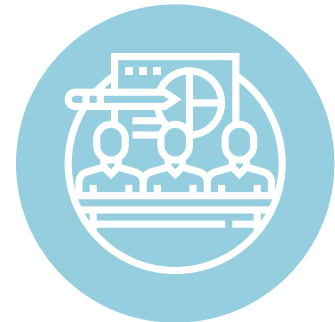
#YouMakeTheFuture



1,200+ attendees joining together to celebrate enterprise



100+ business leaders, innovators and entrepreneurs



30+ talks, panels and workshops



20+ interactive games and challenges





Panel discussions

- ☑ Future of Work
- 👤 Perfect Your Pitch
- 🎮 How to Turn Creativity into a Career
- 🏆 How to Win a Dragon's Money
- 😊 How to Build Your Personal

Workshops

- 🏆 Creating the Mindset for Success
- 😄 Laughing in the Face of Stress
- 🌱 Thrive Through Change
- 🌟 Resilience Training

Festival Attractions

- 🎵 Live Music
- 🎮 Interactive Games
- 🛒 Tycoon Market
- 😊 Food trucks
- 🎨 Graffiti Walls



EntFest is helping students believe that they can become entrepreneurs. The culture of #YouMakeTheFuture is well and truly met by the opportunities EntFest provides students with. A truly fantastic day!

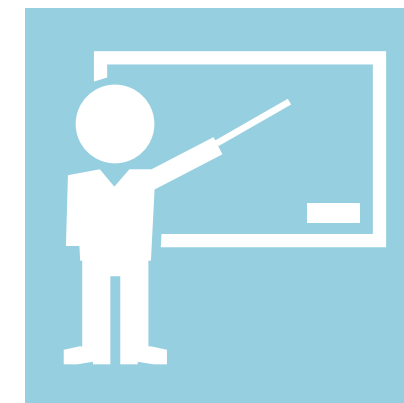
James Ward, Teacher,
Buxton Community School



73% increase on attendees from 2018 - 2019



672 students took part in workshops throughout the day



1,250 people watched the three set pieces in the church across the day



450 students attended the live National Entrepreneur of the Year pitches

EntFest 2020

Building on the success of last year's festival, EntFest 2020 will create opportunities for **2,000 young people** to celebrate entrepreneurship, network with **150+ business leaders** and learn how to harness their skills and realise their potential.





Our Theme

#IGNITEYOURPURPOSE

2/3

Millenials and Gen Z express a preference for brands that have a point of view and stand for something*

66

Between revenue and social footprint many brands now have more power than elected leaders, and there is a clear expectation from consumers that this power is used for positive change*

79%

Of business leaders believe that purpose is central to business success and to an organization's existence**

* Kantar, Purpose 2020, 2018

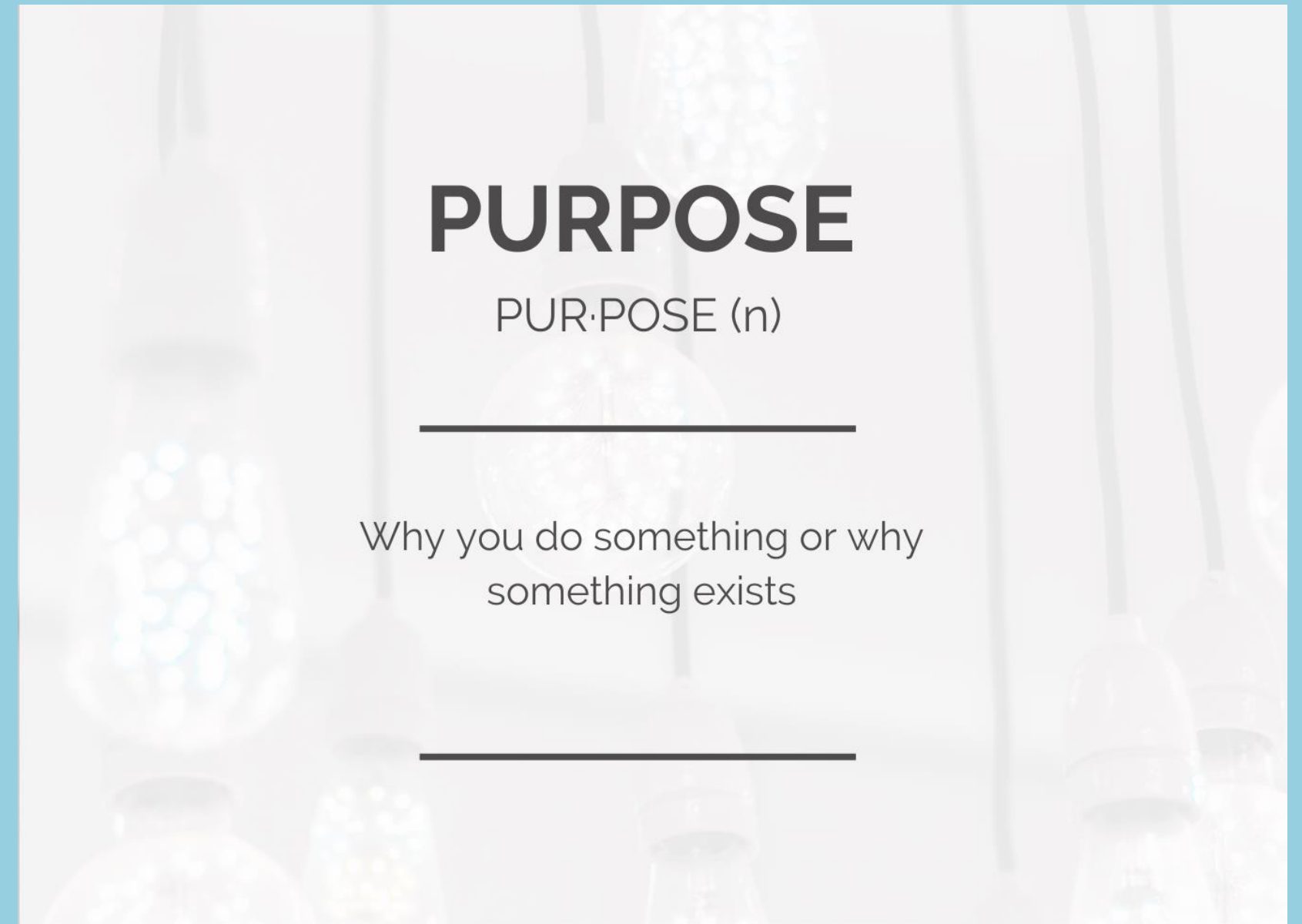
** PwC, Putting Purpose to Work - A Study of Purpose in the Workplace, 2016

#IGNITEYOURPURPOSE

At EntFest 2020 we examine the impact of ‘purpose’ on business strategy, consumer choice and, of course, our own lives. Our theme, [#IgniteYourPurpose](#), challenges attendees to find out who they are and what they are made of. EntFest will give them the tools they need to succeed at doing things differently.

The festival will provide a platform for individuals and organizations, who are embedding purpose into the heart of their business models, to come together with ambitious young people looking to [make an impact](#).

Purpose is the intention, aim, or function of something; the thing that something is supposed to achieve. EntFest will explore how this plays out in our own lives, how we can [realise our purpose and harness our potential](#), as well as looking at brands and businesses who have used their purpose to [activate growth](#) and stand out from their competitors.



The Festival

The Festival **has three main festival tents** which offer spaces for workshops, panels and talks, whilst the Church houses all our **set-ceremony pieces**.

As well as the much-anticipated Dragon's Den style final of our National Entrepreneur of the Year competition, the agenda creates opportunities for students to **network, learn** and **take-part** in **panel debates, competitions, future-tech activations** and **skills-based workshops**.

Set against a **festival backdrop**, which includes **music, entertainment, a youth market** and **interactive games**, the EntFest agenda provides a totally unique learning experience that enables attendees to ignite their purpose.



Business Network Opportunities



Brand Awareness

Showcase yourself and your business and highlight the positive impact they have on the community. Last year key press coverage included a live Sky Interview and exclusive with Forbes.



Network Building

Join 100+ Business Leaders, including some of the UK's most influential entrepreneurs and investors, to celebrate entrepreneurship. Build future connections from the world of enterprise.



Audience Engagement

Reach 1,500 young people and allow them to experience your programmes. Build advocacy and secure future customers.

Business Leaders

Below is an example of the opportunities available to the business leaders to get involved at EntFest.



SKILLS BASED WORKSHOPS

Lead a Workshop
Advise young people as they tackle Enterprise Challenges



INVESTMENT FOCUSED SEMINARS

Share the story about how you secured your investment
Teach young people about different funding models



SPEED MENTORING & STORYTELLING

Mentor young attendees and find out what makes Gen Z tick
Share your business story and inspire the next generation of business leaders

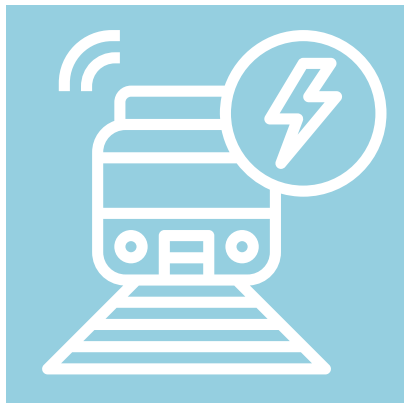


MINDSET & RESILIENCE SESSIONS, SKILLS SEMINARS

Share your top tips for looking after yourself and your business
Teach young entrepreneurs about the steps they can take to realise their potential

Getting to EntFest

The University of Buckingham, Hunter Street, Buckingham, MK18 1EG



TRAINS

We recommend that you get a train to Milton Keynes Central arriving around 09.30am. We will run a shuttle bus service from the station to EntFest, so please let us know when you are getting in and we will make sure that there is a bus ready to meet your group. Return: EntFest content runs throughout the day, finishing around 5.30pm. Primary School groups may wish to have a shorter day, ending early afternoon.



COACH

This year we have partnered with national travel company that can collect you from your school and bring you directly to EntFest. This option offers the most flexibility, although we do hope that you will join us for the full day of Festival Activities!



TAXI

Victoria Cab: 01908 969596
Milton Keynes Taxis: 01908 220022

THANK YOU

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**PETER JONES
FOUNDATION**



THE UNIVERSITY OF
BUCKINGHAM