

Project: Creating Entrepreneurs in Food

Activity: TTL2

Venue: GMIT, Galway

Dates: 12th – 16th March 2018

Provisional Agenda

Monday, 12 th March		
Time	Activity	Location
09.50am	Meet at GMIT	GMIT New Reception
10am – 10.30am	Introduction confirmation of the timetable for the week ahead.	
10.30am – 11am	Business Pitches	
11am – 11.30am	Presentation and discussion on the design of the Web Portal and Interactive Forum - an ideas board will be available to learners throughout the week to capture their feedback on this topic.	
11.30am – 11.50am	Tea/Coffee break	Main Canteen
11.50am – 1pm	Lecture on Module 1 <i>Essential Skills for Food Entrepreneurs</i> - Business Model Canvas	
1pm – 2pm	Lunch	Main Canteen
2pm – 4pm	The lecture will be interactive and learners will take part in tasks and activities to identify their skillset and personality. The lecture will also focus on Team Theory.	

Tues, 13 th March		
Time	Activity	Location
10am -10.15am	Team Selection	
10:15am – 11.30am	Lecture on Module 2 <i>Skills for building Food Businesses</i> – students will ideate and identify how they will validate their business concept with their target audience	
11.30am – 11.50am	Tea/Coffee	Main Canteen
11.50am – 1pm	Implement validation process and present the results	
1pm – 2pm	Lunch	Main Canteen
2pm – 4pm	Business Plan Finance Section	

Wed 14 th March		
Time	Activity	Location
08.45am	Meet at GMIT	GMIT New Reception
9am – 10.30am	Travel to port	
10.30 – 11.15am	Sail to Aran Islands	Inis Mór, Aran Islands
12 – 4.30pm	Visit Aran Goats Cheese and Seaweed Business – determine the challenges encountered by food producers in isolated areas and how the project outputs can create a positive impact on their businesses Lunch Tour of the Inis Mór Island	http://www.aranislands.ie/inis-mor-inishmore/
5pm	Return Sailing	
5.45pm – 6.45pm	Return journey to GMIT	

Thursday, 15 th March		
Time	Activity	Location
09.30am	Meet at GMIT	GMIT New Reception
10am – 1pm	Module 3: <i>Marketing and Online Branding</i> Study Visit to The Friendly Farmer focusing on Short Food Supply Chain in action and an introduction to marketing and branding a food business.	Athenry Co Galway.
1pm – 2pm	Lunch	Main Canteen
2pm – 4pm	Discussion on Module 4 topic <i>New Product Development</i>	
4pm – 4.15pm	Feedback Session with students	
8pm	“Ceol agus Craic” evening entertainment	Galway City Centre

Friday, 16 th March		
Time	Activity	Location
10am - 10.15am	Review of ideas board	

10.15 – 11.30	Lecture and group activities on developing and implementing marketing and brand strategies for food businesses	
11.30am – 11.50am	Tea/Coffee	Main Canteen
11.50am – 1pm	Business Plan Presentation Preparation	
1pm – 2pm	Lunch	Main Canteen
2pm – 3.30pm	Business Plan Presentations to guest audience including Food Entrepreneur panel feedback	
3.30pm – 4pm	Final comments and completion of feedback forms	

Please note that this is a provisional agenda and may be subject to change.