

GLOBAL ENTERPRISE WEEK 2009
Equinox – HOVIP Challenge
Dragon's Den competition – Team Briefing Notes

Sponsored by:

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HOVIP
Heads of the Valleys Innovation Programme

Overview:

This is an exciting initiative where seven teams of Merthyr Tydfil College students will develop imaginative means of marketing real organisations and a surrounding locality. The task is focused on the area covering Parc Taf Bargoed Lakeside Activity Centre, the Welsh International Climbing Centre and related facilities.

You will gain personal benefits previously highlighted including new skills and improving your job prospects. Cash prizes of £200, £100 and £60 will be awarded to the 1st, 2nd and 3rd winning teams respectively. All the participating organisations and the area will gain positive publicity.

Your key tasks:

- 1. Deliver a 5-10 minute presentation on how to improve the marketing of the area or facilities noted on a marketing budget of £5000, to four Dragons, on November 18.**
- 2. Produce a press release to accompany the presentation.**

What to do next:

- 1. 15 October (12:45-3pm), Zoar Chapel: Attend a workshop split into 2 sections:**
 - marketing (delivered by Chris James, CIOTEK Ltd)**
 - writing a press release (delivered by Eryl Jones, Equinox)**
- 2. 21 October (10-2:30pm): Attend a site visit to Parc Taf Bargoed Lakeside Activity Centre and the Welsh International Climbing Centre. Mini-buses depart from the College 9:30am. Bring a packed lunch. Some refreshments will be available.**

- You will have a chance to see both sites and talk to relevant people on how the sites are currently used and marketed
3. Your most critical decisions are to decide which of the following options you will focus your research and presentation on and who your marketing is aimed at:
- Marketing the Welsh International Climbing Centre.
 - Marketing the Lakeland Activity Centre / Parc Taf Bargoed.
 - Jointly marketing both sites.
 - Marketing any new facilities or uses involving either or both sites.

N.B. Your marketing budget of £5000 should not include any costs to build or create new facilities.

4. Teams carry out research in their own/college time to produce their press release and presentation.
5. **11 November:** Teams email their press release and presentation to Wendy Locke (07859 077494) wsl@virtualassistance.org.uk.
6. **18 November, 6-9pm, Orbit Business Centre, Merthyr:** Students present their recommendations to the Dragons and an audience of up to 75 people. The decision will be made that night and trophy presented to the winning team and cash prizes for the first, second and third teams.

The Dragons are the co-founder of Penderyn Distillery, the MD of Rhymney Brewery and the MD of Equinox (Cardiff based PR company) & a Trustee from Taff Bargoed Development Trust.

For more information please contact Wendy Locke on 07859 077494 or wsl@virtualassistance.org.uk

Site visit hosts:

Tony Gibbs (District Co-ordinator, Parc Taf Bargoed), 07779 452 029.

Howard Jackson (Taff Bargoed Development Trust Manager, which includes over-seeing the Welsh International Climbing Centre), 01443 710 827.