

# Think Entrepreneurship 2024

**Location:**

Campus Regina Public

**Event Date:**

October 29, 2024

9:30 AM - 12:30 PM

**TUESDAY, OCTOBER 29, 2024**

**9:30 am - 9:35 am**

**Welcome Introductions and What to Expect**

**9:35 am - 10:00 am**

**Meet Your Mentors and Q&A**

Get to know your mentors for the day and come prepared to ask questions.

**10:00 am - 10:10 am**

**Break**

**10:10 am - 11:10 am**

**Mentor Working Session One**

**Group A)** Students who have not yet built their business plan will have the opportunity to build one with a mentor.

**Group B)** Students who have already built a business plan but not a marketing plan will have the opportunity to build one with a mentor.

**Group C)** Students who have already built a business plan and marketing plan will have the opportunity to work with a mentor to learn about marketing tactics, social media planning and execution, how to use earned media, and specific next steps.

**11:10 am - 11:20 am**

**Team Working Session**

Taking the lessons from session one, groups will refine their plans and prepare to share their work in the next session.

**11:20 am - 11:55 am**

**Mentor Working Session Two**

All students will have the opportunity to present their work and have a lesson with a second mentor in this session, regardless of if they are in group A, B or C. They are expected to build on the work they've accomplished in session one.

**11:55 am - 12:25 pm**

**Lunch**

**12:25 am - 1:00 pm**

**Wrap up**

#### **ADDITIONAL NOTES:**

- The Mentor Sessions will be group sessions. Mentors will each be working with 3-4 groups at a time.
- Each student group will be given a worksheet at the beginning of the day. Groups will be expected to record their key takeaways from each session, and document their next steps. These worksheets can be handed into the teachers at the end of the event.