

Social Enterprise means Business

With Purpose

The Social Impact Equation Balancing Social and Commercial Aims Scalability: The Challenge of Growth

- What** Social Enterprise Masterclass
- When** Wednesday 10th February 2016
- Time** 12.00pm – 2.00pm (lunch included)
- Venue** North Western Social Enterprise Hub
12-14 The Diamond, Derry, BT48 6HW
- Cost** Free to Attend



John McGowan
The Nerve Centre
and Enterprise NW



Aongus O'Keeffe
Inspiring Impact

Further information / booking details are overleaf.

Programme Overview

- 12.00pm** Registration and Networking
Professor Ken O'Neill, SSEI
John McGowan, The Nerve Centre
Aongus O'Keeffe, Inspiring Impact
Panel Discussion and Q&A
Closing Remarks

- 1.30pm** Lunch
- 2.00pm** Close



Professor Ken O'Neill
School for Social
Enterprises in Ireland

*Please note this programme
may be subject to change*

Event Created By:



School for Social
ENTERPRISES
in IRELAND

Event Supported By:



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Social Enterprise NI



Department of
Enterprise, Trade
and Investment
www.detini.gov.uk



Department for
Social
Development
www.dsdsni.gov.uk



John McGowan

Having recently completed his term as Chair, John continues to sit on the Board of The Nerve Centre which has grown to become an international brand and the leading Creative Media Arts Centre in NI. As a Social Enterprise, it employs over 50 people full time and operates throughout NI. John is also Group Chief Executive of Enterprise North West, the local enterprise centre for the Derry City area. Under his leadership ENW has shown steady growth and in 2006 opened a second office based in China, John is also responsible for the 55,000 sq. ft. North West Business Complex. He is a successful entrepreneur in his own right with a separate language school business, North West Academy of English, which employs 10 people full-time. Drawing on this breadth of experience John will share his own insights on balancing commercial/social aims and scaling up a business.



Aongus O'Keeffe

Aongus O'Keeffe is the Programme Leader for Inspiring Impact Northern Ireland, a programme developed to support VCSE organisations and their funders to put impact at the heart of their work. It is an initiative of the Building Change Trust and part of a UK wide programme which has a long term vision to transform practice across the sector and among funders. Prior to this Aongus worked for the Irish Football Association and before that as a Programme Manager on one of Trocaire's West Africa country programmes. Aongus will share his experiences and insights on the topic of social impact.



Professor Ken O'Neill

Ken is Chair of the School for Social Enterprises in Ireland and was the first person to be awarded The Queens Award for Enterprise Promotion. His most recent book 'Understanding Enterprise' (co-authored with Simon Bridge) was recently shortlisted for CMI's Business Book of the Year. Ken will chair the event and offer his own reflections on social impact, scalability and balancing commercial and social goals.

WHO should attend ?

- Social Enterprises
- Community Organisations
- Voluntary Organisations
- Local Government
- Central Government
- Private Sector Organisations
- Philanthropists & Investors

WHAT will be covered ?

- Gain an understanding of what impact measurement is
- Discover the benefits of impact measurement
- Hear how others balance commercial and social aims
- Hear from those with the t-shirt and the scars when it comes to growing a business

To **reserve your free place** for this event please email socialeconomy@podiem.com stating your name, organisation and contact number. Alternatively call **028 9076 1030**. RSVPs must be received by 10am on Monday 8th February. For more information on this event and other masterclasses in the series visit www.ssei.tv/events