



Tuesday, 9 September

3:45pm **Entrepreneurial Ecosystem Tour - Sponsored by Startium**
The Dalton Building
 Chaired by: Mr. Johnny Dixon

Entrepreneurial Ecosystem Tour Sponsored by Startium
 » Johnny Dixon

Wednesday, 10 September

8:45am **Registration and Networking**
North Atrium

9:30am **Welcome to #IEEC2025**
IEEC Hub

9:45am **Disruptions – Is business as usual an option? Navigating the poly-crises environment from local and global perspectives.**
IEEC Hub

Is business as usual an option? Navigating the poly-crises environment from local and global perspectives.

10:15am **Welcome from our Gold Sponsors - Innocare**

10:30am **Welcome from our Silver Sponsors - Genio**

10:40am **Coffee and Conversation**
North Atrium

11:10am **Track 1: Enterprise and Entrepreneurship Education Research**
BS 1.25
 Chaired by: Colin Rigby and Vadim Grinevich

Enhancing Entrepreneurial Mindsets through Generative AI: A Framework-Based Approach to Future-Ready Learning
 » [Dr. Gbemisola Ogbolu](#), [Dr. Sina Joneidy](#)

11:10am **Track 2: Extra and Co-curricular Enterprise Education A**
BS 3.16
 Chaired by: Helen Hook

Breaking Barriers, Building Bridges: Enhancing Global Learning with Game Changer and COIL
 » [Mrs. Rachel Bickerdike](#)

11:10am **Track 3: Extra and Co-curricular Enterprise Education B**
BS 1.23
 Chaired by: Mr. Howard Feather and Robert Wilson

Entrepreneurial Quest: Disruptive Solutions with Trivial Pursuit-style Play
 » [Dr. Afroditi Pekou](#), [Mr. Howard Feather](#), [Mr. Mim Sirajudin](#)

11:10am **Track 4: Supporting Start-up, Growth and Scale-up**
BS 1.24
 Chaired by: Marian Evans and Vadim Grinevich

Lessons from an Innovation Accelerator: Embedding Commercialisation into Place-Based Innovation
 » [Mr. James Crawley](#)



Continued from **Wednesday, 10 September**

11:10am **Track 5: Sustainability and the Role of Enterprise Education**
BS 3.15
Chaired by: Dr. Catherine Brentnall and Dr. Suneel Kunamaneni

Harvesting Potential: Elevating Beauty Ingredients Through Enterprise Education and Partnerships
» [Mrs. Valerie Marfo](#)

11:10am **Track 6: Enterprise for the Future of Work**
BS 3.14
Chaired by: Mrs. Rachel Bickerdike and Dr. Kelly Smith

11:10am **Freelance Futures: Navigating Trends & Sharing Best Practice in Enterprise Education**
» [Ms. Clelia Bevillard](#), [Mr. Matt Dowling](#)

11:10am **Track 7 - Enterprise and Entrepreneurship Teaching and Curriculum**
G.35
Chaired by: Ema Talam and Dr. Robert Phillips

The Service-Inspire-Influence (SII) Framework: Cultivating Socially Responsible Entrepreneurs Through Experiential and Service Learning
» [Dr. Connie Li](#), Dr. Ho Yan Kwan

12pm **Spotlight Session: Futures - The role of Enterprise Education in the regional development agenda.**
G.34

More Information

12:10pm **Track 1: Enterprise and Entrepreneurship Education Research**
BS 1.25
Chaired by: Colin Rigby and Vadim Grinevich

Dear Entangled Companion: AI Otherwise and Entrepreneurship Education

» [Dr. Catherine Brentnall](#)

12:10pm **Track 2: Extra and Co-curricular Enterprise Education A**
BS 3.16
Chaired by: Helen Hook

12:10pm **Case-based teaching, agri-entrepreneurs, and tree-planting; A co-curricular study trip that took root at IEEC**
» [Mr. Jan Erik Rojkjaer Rasmussen](#), [Mrs. Zoe Blackler](#), [Mr. Vikesh Mistry](#)

12:21pm **Designing a win-win internship scheme for alumni micro-businesses and recent graduates: UAL's Creative Business Internships programme**
» [Ms. Lucy Nicholson](#), [Mrs. Harriette Meynell](#)

12:32pm **(Im)possible Futures: Re-envisioning the future of professional identities.**
» [Ms. Evi Kontova](#)

12:43pm **Researching and overcoming barriers to entrepreneurship for female students**
» [Ms. Julia Mackay](#)

12:54pm **"Thinking Changes Everything: The Radical Power of Attention"**
» [Dr. Helen Smith](#)

12:10pm **Track 3: Extra and Co-curricular Enterprise Education B**
BS 1.23
Chaired by: Mr. Howard Feather and Robert Wilson

Hyperconnectors & Enterprise Educators: The People Who Make or Break Your Enterprise Programme
» [Mr. Unai Ledesma Gorostizaga](#), [Mrs. Victoria Porritt](#)

12:10pm **Track 4: Supporting Start-up, Growth and Scale-up**
Chaired by: Vadim Grinevich



Continued from Wednesday, 10 September			
12:10pm	Track 5: Sustainability and the Role of Enterprise Education <i>BS 3.15</i> Chaired by: Dr. Catherine Brentnall and Dr. Suneel Kunamaneni	2:30pm	Disruptions and futures – From the suffragettes to true equality of opportunity for all. Are social activists entrepreneurs in disguise...and vice versa?? <i>IEEC Hub</i>
12:10pm	“Let’s Go Outside and Learn from the Place”: Exploring a More-than-Human Pedagogy in Enterprise Education » Dr. Ling Li	3pm	Time Out - we need a cuppa! <i>North Atrium</i>
12:10pm	Track 7 - Enterprise and Entrepreneurship Teaching and Curriculum <i>G.35</i> Chaired by: Ema Talam and Dr. Robert Phillips	3:30pm	Spotlight Session -Disruptions – Rethinking Measures, Access and Competition in Enterprise Education <i>G.34</i>
	Embedding enterprise education in the curriculum through a Gamified Mobile Microlearning Platform -Key 5 » Mr. Jonathan Styles , Ms. Julia Wardley-Kershaw	3:30pm	Track 1: Enterprise and Entrepreneurship Education Research <i>BS 1.23</i> Chaired by: Colin Rigby and Vadim Grinevich
1pm	Lunch and Exhibition <i>South Atrium</i>	3:30pm	A Randomised Controlled Trial Comparing Human and AI Mentoring for Entrepreneurs » Mr. Timothy Barnes
1pm	Spotlight Session: Roundtable Discussion with Mandy Ridyard, Rebecca Padgett and Vimla Appadoo <i>G.34</i>	3:47pm	Everyone Here Has A Story To Tell » Mr. Rob McKay
2pm	Disruptions – Is AI a new paradigm or just another industrial revolution? <i>IEEC Hub</i> Chaired by: Dr. Matthew Draycott	4:04pm	Start-Up Competitions as Inclusive or Exclusive? » Dr. Kayleigh Watson
	Disruptions – Is AI a new paradigm or just another industrial revolution?	3:30pm	Track 2: Extra and Co-curricular Enterprise Education A <i>BS 3.15</i> Chaired by: Helen Hook



Continued from **Wednesday, 10 September**

3:30pm **Unhack, Unrush, Unlearn: Designing Non-Competitive Learning for Complexity**

» [Dr. Suneel Kunamaneni](#), [Dr. Ambarin Asad Khan](#), [Dr. Catherine Brentnall](#), [Dr. Michelle Phillips](#)

3:30pm **Track 4: Supporting Start-up, Growth and Scale-up**

BS 1.24

Chaired by: Marian Evans and Vadim Grinevich

Herding cats – the art of creating a Connect-Ed entrepreneurial support network

» [Mrs. Bonnie Hacking](#), [Prof. Ross Tuffee](#), [Dr. Orla Kelly](#)

3:30pm **Track 6: Enterprise for the Future of Work**

BS 3.14

Chaired by: Mrs. Rachel Bickerdike and Dr. Kelly Smith

3:30pm **Scrubs & Suits: Immersive Role-Play to Explore Enterprise in Healthcare**

» [Dr. Rebecca Casey](#), [Dr. Bas Olthof](#), [Dr. Rebecca Hancock](#)

3:30pm **Track 7 - Enterprise and Entrepreneurship Teaching and Curriculum**

BS 3.16

Chaired by: Ema Talam and Dr. Robert Phillips

3:30pm **Moving outside the boundaries: Team Academy approaches in non-entrepreneurship education contexts**

» [Mrs. Aimee Postle](#), [Dr. Elinor Vettrano](#), [Mr. Adrian Rivers](#)

4:30pm **Enactus Hackathon - Peer Review**

BS 1.25

4:30pm **Track 1: Enterprise and Entrepreneurship Education Research**

BS 1.23

Chaired by: Colin Rigby and Vadim Grinevich

4:30pm **Quiet Potential: Rethinking Enterprise Education for Introverted Learners**

» [Dr. Martine Abboud](#), [Mrs. Claudia Filsinger](#)

4:30pm **Track 2: Extra and Co-curricular Enterprise Education A**

Chaired by: Helen Hook

4:30pm **Track 3: Extra and Co-curricular Enterprise Education B**

BS 3.19

Chaired by: Mr. Howard Feather and Robert Wilson

Beyond the Buzzwords: Introducing Entrepreneurship Through Disney's Lens

» [Ms. Christina Starko](#), [Ms. Sarah Gibbens](#)

4:30pm **Track 5: Sustainability and the Role of Enterprise Education - Lightning Talks**

G.34

Chaired by: Dr. Catherine Brentnall and Dr. Suneel Kunamaneni

4:30pm **Building a Business Incubation or Acceleration Programme for Sustainability**

» [Mr. Peter Ptashko](#)

4:45pm **Empowering Change Through Enactus: Advancing Student Engagement with the SDGs through Social Entrepreneurship**

» [Mrs. Rachel Bickerdike](#), [Ms. Amy Brereton](#)

5pm **Greenovate - Climate Innovation Sprint**

» [Ms. Lynette Lisk](#), [Ms. Lea Henry](#)



Continued from **Wednesday, 10 September**

4:30pm **Track 7 - Enterprise and Entrepreneurship Teaching and Curriculum**
BS 3.16
Chaired by: Ema Talam and Dr. Robert Phillips

Future orientated disruption in the classroom, learning to teach and assess creativity and adaptability
» [Prof. Andrew Penaluna](#)

7pm **Welcome Reception - Sponsored by Whop**
South Atrium

Thursday, 11 September

8:45am **Registration and Networking**
Manchester Met Business School

9:30am **Futures – How EEUK is responding to your needs. Plus, the ever-popular IEEC Policy update.**
IEEC Hub

10am **Futures – The educator's role in developing, sharing and/or promoting alternative business structures.**
IEEC Hub

10:30am **Cookies and Connection - Time for a chat**
North Atrium

11am **Spotlight Session - CollabQuest: Fostering inclusive research, teaching and curriculum in the current times**
BS 1.24
Chaired by: Helen Hook

CollabQuest Workshop
» Helen Hook

11am **What is Whop?**
BS 1.25
Chaired by: Dr. Richard Tunstall

» John Hill

11am **Track 3: Extra and Co-curricular Enterprise Education B**
BS 1.23
Chaired by: Mr. Howard Feather and Robert Wilson

Impact and extra-curricular enterprise and entrepreneurship education
» [Dr. Emily Beaumont](#), Dr. Andreas Walmsley, Dr. Sarah Preedy, Dr. Michael Breum Ramsgaard, Dr. Birgitte Wraae

11am **Track 4: Supporting Start-up, Growth and Scale-up**
G.34
Chaired by: Marian Evans and Vadim Grinevich

Co-creating Innovation: University-SME Collaboration within a Regional Accelerator Programme
» [Dr. Kadja Manninen](#), [Dr. Egena Ode](#)

11am **Track 5: Sustainability and the Role of Enterprise Education**
BS 3.15
Chaired by: Dr. Catherine Brentnall and Dr. Suneel Kunamaneni



Continued from **Thursday, 11 September**

Embedding Carbon Literacy into an Entrepreneurship Assessment

» [Dr. Kelly Smith](#)

11am

Track 6: Enterprise for the Future of Work - Lightning Talks

BS 3.14

Chaired by: Mrs. Rachel Bickerdike and Dr. Kelly Smith

11am

Leveraging Alumni Entrepreneurs to Boost Graduate Success

» [Mr. David Taylor](#), [Mr. Johnny Dixon](#), [Ms. Kathryn Fisk](#)

11:12am

Developing Entrepreneurial Skills for Employability: King's Enterprise Award

» [Mr. Unsal Kaynak](#)

11:24am

Start-Up Café: The Future of Student Enterprise

» [Mr. Paul Tucker](#), [Dr. Kate Egan](#), [Mr. David Taylor](#)

11:36am

From Classroom to Community: Enterprise Education for the Future of Work". A Case Study of the Manchester Enterprise Challenge.

» [Mr. Jonathan Styles](#)

12pm

Track 1: Enterprise and Entrepreneurship Education Research

BS 3.16

Chaired by: Colin Rigby

Uncovering best practice in developing entrepreneurial mindsets in performing arts education in UK secondary school education

» [Dr. Michelle Phillips](#), [Prof. Karen Burland](#), [Dr. Kate Blackstone](#)

12pm

Track 2: Extra and Co-curricular Enterprise Education A

BS 1.25

Chaired by: Helen Hook

Coach, Don't Preach: Coaching beyond advice

» [Ms. Lauren Gordon](#)

12pm

Track 3: Extra and Co-curricular Enterprise Education B

BS 1.23

Chaired by: Mr. Howard Feather and Robert Wilson

12pm

Humanising Entrepreneurship: The Strathclyde Inspire Approach to Digital Engagement

» [Mrs. Madeline Wardrop](#)

12:14pm

Self-Disruption and measuring "success" in Extra Curricular Approaches to Enterprise Education

» [Mr. Johnny Dixon](#), [Ms. Ellie Stevens](#)

12:28pm

Rebranding Enterprise: Co-Designing Language and Identity With Students to Drive Engagement

» [Mrs. Tiffany Frye](#), [Mrs. Jai Tyler](#), [Mr. Dominic Stroud](#)

12:42pm

The Hidden Benefits of Supporting Student Entrepreneurs Fund Their Way Through University

» [Dr. Robert Phillips](#)

12pm

Track 4: Supporting Start-up, Growth and Scale-up

G.34

Chaired by: Marian Evans and Vadim Grinevich

Mentoring Entrepreneurs 1:1 - What works behind closed doors?

» [Mr. Peter Harrington](#)

12pm

Track 5: Sustainability and the Role of Enterprise Education

BS 3.15

Chaired by: Dr. Catherine Brentnall and Dr. Suneel Kunamaneni

Debt-free, sustainable and scalable – lessons from successful social community entrepreneurs

» [Mr. Jan Erik Rojkjaer Rasmussen](#), [Mrs. Zoe Blackler](#)



Continued from Thursday, 11 September			
12pm	Track 6: Enterprise for the Future of Work <i>BS 3.14</i> Chaired by: Mrs. Rachel Bickerdike and Dr. Kelly Smith	2pm	Track 1: Enterprise and Entrepreneurship Education Research <i>BS 1.23</i> Chaired by: Colin Rigby
	A Justice-Driven, Equity-Centred Design Thinking Approach to Professionalism and Professionalisation in Entrepreneurship and Enterprise Education » <u>Mrs. Aimee Postle</u> , Dr. Carolyn Chapman-Lees		Reimagining Innovation Education: AI as Your Students' Creative Copilot » <u>Dr. Matthew Draycott</u> , Mr. James McInerny
12pm	Track 7 - Lightning Talks <i>G.35</i> Chaired by: Ema Talam and Dr. Robert Phillips	2pm	Track 2: Extra and Co-curricular Enterprise Education A <i>BS 1.25</i> Chaired by: Helen Hook
12pm	Leveraging Artificial Intelligence in Entrepreneurship Education: Developing Mindsets, Capabilities, and AI Literacy through Lean Innovation and Co-Creation » <u>Dr. ELAINE TAN</u>		From Student to Entrepreneur: Coaching for Identity and Social Capital in Enterprise Education » <u>Mrs. Claudia Filsinger</u> , Dr. Martine Abboud
12:09pm	Learning Effectuation through play: non-linear storytelling as a tool for entrepreneurial education » <u>Ms. Patricia Durkin</u>	2pm	Track 3: Extra and Co-curricular Enterprise Education B <i>BS 3.15</i> Chaired by: Robert Wilson and Mr. Howard Feather
12:18pm	Closing the Gender Gap in Entrepreneurship through Tailored Enterprise Education » <u>Mrs. Nadia Ahrazem</u>		Co-Curriculum Roadmap 2025: Creative Ideas which you can adopt » <u>Mr. Vikesh Mistry</u>
12:27pm	This Wasn't in the Slides: The Messy Reality of Entrepreneurial Mindset » <u>Mrs. Sasha Kenney</u>	2pm	Track 4: Supporting Start-up, Growth and Scale-up <i>BS 3.16</i> Chaired by: Marian Evans and Vadim Grinevich
12:36pm	Enterprise & Entrepreneurship Education – A Cross-Institutional Approach in Higher Education (UK) » <u>Mr. Asif Majid</u> , <u>Dr. Jules O'dor</u> , <u>Mr. David Taylor</u>	2pm	A Pathway to Impact: Data Driven, Freelance-Friendly Ecosystems » <u>Mr. James Hamstead</u>
12:50pm	Lunch <i>South Atrium</i>	2:15pm	Retreats: From working in the business to working on the business » <u>Ms. Joanna Hamer</u> , <u>Ms. Laura Ross</u>
		2:30pm	Uniting a Collective Voice for Women Entrepreneurs » <u>Ms. Jessica Horwill</u>



Continued from **Thursday, 11 September**

- 2pm **Track 5: Sustainability and the Role of Enterprise Education**
G.34
- 2pm **From Extractive to Regenerative: Embedding Systems Thinking in Enterprise Education**
» Dr. Martine Abboud
- 2pm **Track 6: Enterprise for the Future of Work**
BS 3.14
Chaired by: Mrs. Rachel Bickerdike and Dr. Kelly Smith
- Building Micro-Entrepreneurs: A Blueprint for Portfolio Career Readiness**
» Dr. David Bozward, Mr. Mark Crabtree, Ms. Alex Jones, Mrs. Diane Badalyan
- 2pm **Track 7 - Enterprise and Entrepreneurship Teaching and Curriculum**
BS 1.24
Chaired by: Ema Talam and Dr. Robert Phillips
- 2pm **Opportunities, approaches and overcoming challenges of engaging with entrepreneurs and early-stage new ventures in entrepreneurship and enterprise education**
» Dr. Adam Frost, Dr. Rob Martin
- 2:50pm **Refreshments and reset - get ready for the final session**
North Atrium
- 3:30pm **From the wilderness to the mainstream and beyond**
IEEC Hub

- 4pm **Conference Conclusions**
IEEC Hub

» Dr Emilee Simmons, Dr Sarah Underwood

- 7pm **Drinks Reception**
National Football Museum

- 7:30pm **Gala Dinner & National Enterprise Educator Awards**
National Football Museum

Friday, 12 September

- 10am **REntEd meetup and unconference session (EEUK/ISBE SIG Research in Enterprise Education)) -**
BS 1.24
Chaired by: Dr. Emily Beaumont
- 10am **Enterprise Education for a Sustainable Society (EEUK SIG) - AGM and unconference session**
BS 1.23
- 10am **Academic Pathway Network - unconference session**
G.34
- 10am **Practitioner Pathway Network - unconference session**
G.35



Continued from **Friday, 12 September**

11:15am **Tea and coffee**
North Atrium

11:45am **Demystifying the Innovator Founder Route – 2-Year Report**
G.35

Demystifying the Innovator Founder Route – 2-Year Report
» Doris Zhang

11:45am **EEUK AGM and Advisory Council**
G.34

11:45am **Reflect and Review**
BS 1.23
Chaired by: Ms. Diana Pasek-Atkinson and Mrs. Ruth Rowe

11:45am **EEUK SIG Workshop**
BS 1.24
Chaired by: Mr. Steven Aicheler

1pm **Lunch**
South Atrium