

Program

Sunday:



Setting the Stage – hear the opening address and get a perspective for the rest of the week. Later meet your peers with a welcome dinner and reception to get acquainted and start loosening up for an exciting five day session.

Monday:



Managing for Success in The Real World – learn from seasoned entrepreneurs who have gone through the tough times and survived as they share their achievements and frustrations in a frank and open discussion. The wise person learns from the experience of others.

Tuesday:



It's All About the Market – the selection of market segment for your product and knowledge of the customer can make or break your business. Get advice from a real marketing guru on how to pick the right marketing niche for your business. Discover why and how marketing is a very significant part of your business activities and why the customer is your best friend.

Wednesday:



Intellectual Property Strategies – now that you have come up with a genius idea, how can you maximize the benefit? Find out how intellectual property protection can strengthen your business.

Thursday:



Money, Money, Money - The Good, The Bad, and The Ugly – when it comes to money be careful what you wish for. With financing comes expectations. Through guest speakers and an investor panel learn of the realities, the steps involved in raising funds and accessing outside money for your business, and the pros and cons of government funding.

Friday:



Advisory Boards and Mentors – A Missing Opportunity – finding the right mentor may be the most valuable investment you can make for your business. To help you with your search the last day of the workshop is devoted to discussing the role and importance of mentors, how to find a suitable mentor, and what to expect from a mentor. Many success stories can be attributed to a good mentor, do not miss out on this occasion.

For information or to register please contact:

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CETAC-WEST is a private-sector, not-for-profit corporation established in 1994 by Environment Canada and supported by the Alberta and Federal Governments.

Entrepreneur to CEO

Innovation to Market

It Takes
Vision, Perseverance, Courage...



...Network and a Support System

Banff Centre for Conferences

www.cetacwest.com



Joe Lukacs

Entrepreneurs Do Things Right
The CEO Does the Right Things



Margaret Kelly

When You Are Out of CASH
You Are Out of Business



Blaine Lee

Half of technology firms FAIL
because of inadequate
market analysis

1

To Bring Experienced Business Wisdom and Practical Help to Innovators and Entrepreneurs and to Examine Specific Commercialization Issues in a Group Setting For Most Effective Delivery.

2

To Deploy the Power of Synergy in the Group by Sharing Wisdom on Issues and Needs Encountered by SMEs and Identifying Mutual Opportunities and Solutions.

3

To Build a "Strong SME Network" so that the Sharing of Experience Can Benefit More SMEs with Improved Synergy and Results on a Continuous Basis.



Louise Clarke



Alex Dickson



Lisa Hugo

Workshop

The Entrepreneur to CEO workshop provides a unique opportunity for small business (SMEs) to share practical knowledge and real life experiences with like-minded business people who are facing or who have faced similar challenges. Held in Banff the workshop is designed as a **"small business"** retreat that allows participants to get away from daily distractions and to focus on their business issues while learning from each other's successes or failures. **"I come back every year, and each year I pick up something I can take back to implement into my business or plans,"** says John Jackson, Golden, BC.

Participants

Each year 40 to 50 entrepreneurs who share common business hurdles gather together at the workshop. To provide the entrepreneurs with business insight successful business leaders, mentors, and angel investors are also in attendance. **"I love this workshop. I highly recommend it. Being in a room with like-minded people for five days is invigorating,"** says Peter Sydoruk, Calgary, AB.

Case Studies

At the workshop entrepreneurs present real case studies that showcase their individual business challenges. Feedback on their case studies is provided back to the entrepreneurs through open group discussions that often prove lively and invigorating. This is a unique learning experience that can guide you for the rest of your life. **"It was truly a turning point, one of only four in my life. I feel very privileged to have attended,"** says Mary Samide, Edmonton, AB.

Networking and Mentoring

How strong your network is will determine the success of your business. Numerous networking opportunities are built into the workshop. Networking helps to build support systems, to gain business options, and to bring together the right partners. To build comraderie and a strong network amongst the SMEs is one of the main objectives of this workshop. **"CETAC-WEST is doing excellent things for entrepreneurs out there. CETAC-WEST is part of everyone's success,"** says Garnette Weber, Saskatoon, SK.