

Start Me Up Centennial
A day of ideas and action for new and recent grads
SCMAD

June 17, 2020
9:30-4:30



Program for the day

Your host: Jennifer McIlroy: Lead, SCMAD Entrepreneurship & COE Special Initiatives

Registration link:

https://centennialcollege.zoom.us/webinar/register/WN_7YFLqMuxSOGCEDBOyrSWbQ

After registering, you will receive a confirmation email containing information about joining the webinar.

Time	Event	People	Key Takeaway
9:30-9:45	Opening Remarks	Nate Horowitz , Principal and Dean of School of Communications, Media, Arts and Design; Jonathan Hack , Executive Director of Applied Research, Innovation and Entrepreneurship Services	Find out why Centennial College takes your future so seriously even after you graduate and why entrepreneurship is so important for all graduates, especially at this time.
9:45-10:45	Keynote Talk and workshop “Create your future!”	Maggie Greyson , Founding Partner of Futures Present, award-winner of Next Generation Foresight Practitioner Special Award for North America from the School of International Futures.	A practical yet optimistic workshop in which participants will undergo a discovery process in order to find out how to create their own future, right now, in a way that's meaningful to them. How can you use the ambiguous nature of our times to your advantage?
10:45-11:00	Break and announcements	Q&A	Stretch, hydrate and rejoin!
11:00-12:00	Lead talk “Is social entrepreneurship for me?”	Ashraful Hassan , Founder and Lead Consultant, Impactrio.	An inspiring interview with one of Canada's most successful social entrepreneurs, on how to understand profit as something that can benefit your community and how to make the choice to become an entrepreneur.

12:00-12:15	Break and discussion	Q&A	Stretch, hydrate and rejoin!
12:15-1:15	Lead workshop "Steer your own EntrepreneurSHIP"	Tony Cleave , Professor and Coordinator of Integrated Media, SCMAD; Kirstin Hammerberg , Global VP, Business and Experience Design at SidLee	<i>A marquee panel</i> pair of renown within their creative industries will use their experience to provide real world insights on what to know in order to make entrepreneurship easy, removing the big mysteries and shedding light on your options.
1:15-1:30	Break and discussion	Q&A	Stretch, hydrate and rejoin!
1:30-3:00	Stream A: "The legal and financial first steps every freelancer or new business should know "	Sasha Boersma , cross-faculty instructor at SCMAD and owner of Sticky Brain Studios; Richard Hanet , Partner, Lewis Birnberg Hanet LLP	You have an idea. Maybe some partners. How do you set up a company? How do you write agreements? How do you protect your intellectual property? Especially as a creative professional? How do you set up your finances and how do you create income out of a blank page?
1:30-3:00	Stream B: "The first things to consider in selling your product and validating your potential customers"	Luiz Parente , Professor and software developer, Centennial College School of Engineering, technology and Applied Science; Deborah Day , President of Innovate By Day and former television and film producer	Having an idea is all well and good, but how do you make sure it's one your customers will buy? Who are your customers? How do you find them? How do you set yourself up to attract more and more customers and build momentum rather than lose steam?
3:00-3:15	Break and discussion	Q&A	Stretch, hydrate and rejoin!
3:15-4:30	Closing: Graduates Panel "It's all in the Pivot, People!"	Fred Neuman , CEO of PsyMood and IMMT grad, 2017; Khalilah Brooks , President of BAM Media and Children's Media Grad, 2019.	A panel for grads, by grads, of grads. Find out how your peer entrepreneurs have managed the pivot required of recent times and how they've used the tools described in the workshops and sessions to cultivate success and optimism.
4:30-4:40	Closing remarks	Jennifer McIlroy , professor at SCMAD and Lead of the Centre of Entrepreneurship at SAC.	Some words to summarize and a further invitation for you....