

Enterprise in Action 2012

Becoming a Host Company

On 15th – 17th June 2012, 80 top students from around the country come together for a weekend of competition, challenge and a bit of fun. These 80 students are selected from a pool of over 3,000 senior secondary students who are participating in the Lion Foundation Young Enterprise Scheme.

The Enterprise in Action event comprises two international business competitions for young people aged 16-19: the **Global Enterprise Challenge (GEC)** and the **FedEx/JA International Trade Challenge (ITC)**. Both competitions are judged by international panels that look for the winning combination of an outstanding product and presentation.

This unique event gives young people the opportunity to extend their knowledge and experience of enterprise and problem solving. Students work in teams to create ideas, prototypes, business plans and presentations that focus on global trade and innovation.

New Zealand students have previously won titles in both competitions winning both first and second place in the International Trade Challenge in 2009 and first place in the GEC in 2008.

Become a Host Company

Your organisation has the opportunity to be closely involved with this youth event – supporting a team of future business leaders as they defend the past success of New Zealand students on the world stage.

Each Host Company acts as a mentor for their team for the event and become the cheerleaders, supporters and motivators for the students who will have only limited time to complete each of the challenges. This is a high pressure, intense competition – something like an episode of the apprentice! Involvement provides your organisation with a great news story for your customers, staff and stakeholders as well as being rewarding and just plain fun to be involved with.



As a supporter of this event you will get:

- Brand recognition on all published material and photographs of your team's activities for promotion purposes.
- One complimentary ticket to attend the Fairfax Media New Zealand Business Hall of Fame dinner in July 2012 as guests of Young Enterprise Trust.
- Mentors will have an extraordinary opportunity for their own personal development, and the personal satisfaction of helping some of the countries top students, and our future businesses leaders.
- Join a family of supporters who have enjoyed this event for many years.

Format of Enterprise in Action:

Ten host company's will come together to host the ten student teams. Each team will consist of eight students and friendly rivalry is encouraged.

When: the weekend of 15th – 17th June 2012

Where: Massey University's Albany Campus

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| Fri 15 th June: | Official Opening & Fed Ex/JA Trade Challenge NZ heat – Massey University |
| Sat 16 th June: | Global Enterprise Challenge – teams work at corporate premises
Global Enterprise Challenge Team Presentations - Massey University |
| Sun 17 th June: | Farewell breakfast for all students, courtesy of Massey University |

What is required of a Host Company?

Host companies are asked to provide:

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| Fri 15 th June: | Two staff members to act as mentors at Massey University Auckland |
| Sat 16 th June: | Access to a boardroom or meeting rooms at your company offices, with computer, internet and printing facilities
Staff members available to act as mentors
Catering for the students (snack, lunch and dinner) |
| Sun 17 th June: | Two staff members to attend the farewell breakfast |
| General: | Team T-Shirts for the 8 students
Enthusiasm and encouragement to help inspire and motivate the students |

Our Thanks to the Event Sponsors

We are pleased to have Massey University, New Zealand Trade and Enterprise and FedEx as sponsors for this event. Their contribution of both financial and in-kind donations allow us to host this event for 80 students, including the travel costs associated with bringing students in from around the country.

We look forward to welcoming you to be part of Enterprise in Action for 2012.

For further information or to register your interest in becoming a Host Company, please contact Janet Hunt on janet.hunt@yetrust.co.nz or 021 970 472.



Feedback

Feedback from a past student participant to their corporate mentor

I absolutely loved the enterprise in action weekend. My experience of working together with the team and seeing you in action enabled me to connect theory with real life situations. I really value the time that you spent helping us which made this a truly amazing few days. It has reinforced my determination to be an entrepreneur and succeed in business and has inspired and motivated me. It has made me more aware of both the specific aspects of business that I am most keen to pursue and also the areas of myself that I really need to work on improving. Without your support and guidance our team would not have been able to share the wonderful experience of representing N.Z., so thank you very much.



Feedback from past Corporate Hosts

"It was great watching the ideas come out of the team, but also how the mentors get engaged. Mentoring a team is like being proud parents watching the development of their offspring. It's similar to what we see in a big organisation – finance interacting with marketing and communication trying to achieve great opportunity for us to be involved – we learned as much as the students and want to come back next year."

Ben Richmond, Telecom

"I definitely enjoyed dedicating my weekend to the enterprise challenge and actually thought I got just as much out of it as the students did. A great learning and motivational experience. Since the students are rarely put in this type of situation it is full of new experiences. The key outcome is that they learn to work under pressure, using structure and teamwork to deliver an end product they are proud of. I heard the students saying that they were surprised how much they had achieved in a day, usually it took a month to do this type of stuff at school. Since I had little knowledge about enterprise coming into this weekend, I gained a lot of new skills on how to be an effective mentor. What I got out of it was learning how to give the team structure and focus and to facilitate the students great thinking. It is also rewarding seeing what can be achieved as a team. All these skills are very relevant to my day-to-day work and beneficial to my personal development and leadership. Advice to potential corporate hosts: Do it. It is a great way to market the company to some of the brightest students (as well as the judges) in NZ and provides a good development opportunity for young employees who can facilitate as mentors. I look forward to next year."

Willy McVitty, Beca

"What ActionMail got out of it was the enjoyment and energy level from working with the students. Advice to other corporate hosts - just DO IT, don't think about it JUST DO IT!"

Brenden Ralston, ActionMail

2012 Enterprise In Action Schedule (all timings TBC)

Date	Location	Time (all times TBC)	Activity	Comments
Fri 15 June TBC	Massey University Study Centre	8am	Students and corporate hosts meet	
		9am	Welcome Ceremony	Sponsors, corporate hosts, students and families attend the official welcome ceremony as guests.
		9am – 5pm	NZ Heat of the Fed-Ex JA International Trade Challenge commences	Students work in teams throughout the day to complete the challenge.
		5pm – 7pm	Team Presentations and judging	Corporate Hosts asked to buy students dinner (ie. Pizza, Subway, etc)
		9pm	Issue of the Global Enterprise Challenge	
		9:30pm	All participants depart campus	
Sat 16 June TBC	Corporate Host Offices	9am – 5pm	Teams work on the GEC challenge at corporate host offices throughout Auckland.	Corporate Hosts are asked to feed the students while at your offices
	Massey University Study Centre	6pm – 8pm	GEC Team Presentations to judging panel	Winning team selected to represent NZ
		8pm – 9pm	NZ winning entry presentation is uploaded to the international judging panel	
Sun 17 June TBC	Massey University Round Room	8:30am – 10am	Farewell awards and breakfast function	Certificates presented Announcement of students to represent NZ at the Fed Ex International Trade Challenge Asia-Pacific finals