



Global Entrepreneurship Week 2010

Keynote Speaker - Ian Aspin

Ian Aspin, a journalist and TV presenter who has interviewed entrepreneurs from across the globe to find out what makes them tick came to deliver a talk to students on how to become an entrepreneur. He stressed the importance of digital social media in breaking down the barriers to competing in a global market.

Ian is convinced that now is the time that small businesses can really compete with big brands because most big brands don't care or help. "It is a great time for new brands, a terrible time for old brands who have pushed us around."

His strong belief is that people are now much more likely to act on what their friends recommend on Facebook than what a corporate advert tells them. "Everything boils down to relationships."

Ian warned that as competition from countries like China and India grows, traditional job markets will break down. He encouraged people to move away from meaningless jobs and to find a purpose. "When you find a purpose you will find ways to be an entrepreneur." He said people really wanted to help make the world a better place naming his philosophy 'Giveacrapanomics'. He urged people to be someone who questions the rules.

After the event students said they felt inspired and motivated. Some of the things they intended to do as a result of this session were:

"Find my purpose and act on it!"

"Give more back, provide better content"

"Change the way I do business"

"Investigate my own ideas"

"Find a career I am passionate about and can make a difference"