



For immediate release  
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## What's My Motivation?

make **YOUR** mark  
ENTERPRISE WEEK 2008

Young Entrepreneurs come together on Enterprise Week  
to improve their presentation skills with local actors at the new  
**SHOWCASE**  
CINEMA DE LUX

Young people from throughout Leicestershire will be attending a marketing workshop this Friday 21<sup>st</sup> November from 10am at the new Cinema De Lux in Highcross.

Businesses from The Prince's Trust youth charity will be learning how to promote themselves effectively, attending classes from Lemon Jelly Arts, a local acting troop supported by Skills for Enterprise.

The event, called **What's My Motivation**, will include lessons on how to better project your voice when presenting to a prospective client, to how you can use body language to better engage an audience.

The event will culminate in all groups presenting a pitch to local business representatives, including Heena Kotecha from Skills for Enterprise, Rebecca Wilkinson from LSEP, Tim Maxted from Berkeley Burke and Nic Hanlon from RBS. The panel will offer positive feedback to young people, together with cinema tickets kindly donated by the exciting Cinema De Lux venue in the new Highcross Shopping Centre.

This event is sponsored by Leicester Shire Economic Partnership (LSEP) and jointly supported by Business Link and Skills for Enterprise and is part of a series of events hosted by The Prince's Trust to celebrate Enterprise Week 2008 here in the East Midlands.

**Format for the day:**

**10am: Arrival and drinks.**

**10.30am: Introduction to the day and tour of Cinema De Lux.**

**11am: First workshop - groups will work on voice projection, body language and inheriting different characters.**

**11.50am: Break.**

**12 noon: Second workshop - groups will work on releasing creativity and experiment with new ideas. Lemon Jelly Arts will target young people towards the idea of marketing and encouraging them that every idea can be worked with. Actors will ask individuals to try and pitch their ideas to other people and see the positive response.**

**1pm - 2pm: Lunch.**

**2pm: Rehearsal of pitch.**

**3pm: Introduction to panel.**

**3.05pm: Start of pitches in front of panel and invited audience.**

**3.35pm: End of pitches and feedback given by panel.**

**3.45pm: Winner announced and cinema tickets presented.**

**3.55pm: Finish, group picture and thank you.**

All participants will get a free lunch and can invite family and friends to attend the presentations from 3pm.

**-ENDS-**

**Notes to Editors:**

- The Prince's Trust helps change young lives in the UK through practical and financial support, developing skills as well as confidence and motivation. Since the charity was founded by HRH The Prince of Wales in 1976, it has helped over 575,000 young people across the UK and continues to support 100 more every working day. Further information about The Prince's Trust is available at [www.princes-trust.org.uk](http://www.princes-trust.org.uk) or calling 0800 842 842.

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