

British Council Virtual UK Masterclass Series

1 - 5 February 2021

BUSINESS



Paul Wreaves

Course Leader for MSc
Innovation Management and
Entrepreneurship

Nottingham Trent
University



Dr Luca Cacciolatti

Reader in Marketing

University of
Westminster



Dr Russell Gerrard

Former principal examiner
for the Institute and Faculty
of Actuaries

The Business School
(formerly Cass) City,
University of London

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Webinar #1: Launching A Successful Start Up Business

Date: Wednesday 3 February 2021

Time: 15.00 – 16.00

Presenter: Paul Wreaves, Course Leader for MSc Innovation Management and Entrepreneurship, Nottingham Trent University

Presenter profile:

Paul is the Course Leader for MSc Innovation Management and Entrepreneurship. In addition, Paul has been involved with the Personalisation project launched in 2015, which is designed to increase engagement, inclusion and progression within NTU and industry. Paul also teaches leadership, supply chain management, and mentors students from undergraduates through to MBA.

[Why study Innovation Management and Entrepreneurship at Nottingham Trent University](#)
[Teaching and learning updates in this current situation](#)

Webinar #2: The changing face of Actuarial Science

Date: Wednesday 3 February 2021

Time: 17.00 – 18.00

Presenter: Dr Russell Gerrard, Former principal examiner for the Institute and Faculty of Actuaries, The Business School (formerly Cass) City, University of London

Presentation content:

- What do actuaries do?
- Where do actuaries work?
- What should you study if you want to become an actuary?
- How do actuaries think?

Lengthy example based on devising an optimal strategy for Who Wants to Be a Millionaire? This demonstrates that, in order to find the solution, you have to have skills in statistics and economics, but what singles this out as a problem for actuarial thinking is that you can only work out the right answer by taking the long view and thinking ahead to the end of the problem. The solution will be carried out by means of a spreadsheet in a simple case.

- What is the future of the actuarial profession?
Actuaries are embracing the latest developments in machine learning and data analytics, whilst retaining their key quantitative skills.

Presenter profile:

[Russell Gerrard](#) earned his PhD from the University of Cambridge and worked at the University of Sussex, Moscow State University and the University of Zürich before joining what is now City, University of London. A former principal examiner for the Institute and Faculty of Actuaries, he regularly teaches courses to actuarial students at undergraduate, postgraduate and PhD level in the Faculty of Actuarial Science and Insurance at the Business School.

[Why study Actuarial Science at The Business School \(formerly Cass\) – City, University of London](#)
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Webinar #3: Digital Marketing and Innovation during a Pandemic: The 'Tre Amis' Case

Date: Friday 5 February 2021

Time: 15.00 – 16.00

Presenter: Dr Luca Cacciolatti, Reader in Marketing, Westminster Business School, University of Westminster

Presentation content:

Running a business during a world pandemic is not for the faint hearted. Uncertainty for the economy and fears of being hit in your personal health create extra pressure for companies. Targeting the right consumers in the digital world becomes paramount for companies to survive on the market. Digital marketing and social media marketing during a world pandemic become the only available tools to try to survive, yet a lot of firms are resistant to the adoption of new technology or new marketing practices that involve new technologies. This lecture will present the main challenges that companies face in the adoption of technology, best practices of social media marketing, and will show the case study of Tre Amis (www.treamis.co.uk), an innovative chocolate start-up that decided to launch in the midst of the chaos caused by the Covid-19 crisis.

Presenter profile:

Luca is a Reader in Marketing at Westminster Business School, University of Westminster, London. Luca is the Director of the highly innovative, experiential, collaborative learning-based MSc Entrepreneurship, Innovation and Enterprise Development at Westminster Business School. His research interests are in the areas of marketing, entrepreneurship and innovation and the leading conduct of his research focuses on sociological institutionalism. Luca is a Fellow of the Royal Statistical Society (UK), Member of the Chartered Institute of Marketing (UK), Member of the Marketing Science Institute (USA) and Senior Fellow of the Higher Education Academy (UK). Luca has extensive experience working with students' start-ups and students-led social enterprises, as well as food and drink SMEs, and he is on the judging panel for Shell's oil company LiveWIRE start-ups funds. Luca covers the role of European Expert as evaluator and rapporteur for the European Commission on Horizon2020 calls related to sustainable and healthy food manufacturing value chains. Luca is also an entrepreneur and successfully runs a company that specialises in business consulting and training. Luca is on the editorial board of Technological Forecasting and Social Change, Journal of Business Research and International Journal of Innovation Studies. He also holds visiting professor positions at the School of Public Affairs, University of Science at Technology of China (Hefei, Anhui), the School of Economics and Management at Tsinghua University (Beijing) and at the Institute for International Maritime Studies (Athens, Greece).

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