SMALL IS BEAUTIFUL Conference in Glasgow Wednesday 4 & Thursday 5 June 2014

Microenterprises are on the rise across the UK and internationally. Is this a direct consequence of the economic crisis or are people making choices to thrive in ways that sustain their relationships to family, community, networks and to the planet? We are delighted to announce the inaugural ‘Small is Beautiful’ Conference in Glasgow, on Wednesday 4 and Thursday 5 June 2014. The conference will take place at the Theatre Royal and Citizen M.

Small is Beautiful is a new conference for Glasgow and will provide insight, intelligence and ideas to support entrepreneurs who are choosing to create thriving microbusinesses. Inspired by the Schumacher book of the same name – whose ideals are to understand economics as if people and the planet matter – this conference aims to be the annual gathering of those who commit to starting small and staying small. Small is Beautiful will offer internationally acclaimed speakers, books, newsletters, industry reports, in-person and online events, and much more.

The conference is being produced by Roanne Dods and by Deborah Keogh, Chief Executive of the Cultural Enterprise Office, Scotland’s specialist agency for support and development of creative businesses.

The Small is Beautiful conference will include a range of Scottish and International speakers around the themes of interest to microenterprises. Tickets are from £199 to £350 and are on sale now, from the website. www.smallisb.co.uk - See the Editors Notes for confirmed speakers.

The EU definition of a microbusiness is one with fewer than 10 people and a turnover of up to 2m Euro. Small offers a stable, creative addition to the marketplace at times of change. The Small is Beautiful conference will provide the tools and inspiration for people to make the leap to start small enterprises, and continue their journey as small enterprises, contributing to a network of industries across Scotland and beyond.

Roanne Dods, Producer, said today: “We have been inspired by some of the really fantastic conferences in the US around specific themes and in particular 99U in New York. Our shared interest is to inspire creative microbusinesses and those working creatively, to develop their businesses and their ideas.”

Deborah Keogh, Co-producer, said today: “In our day-to-day work with our clients, we see the phenomenal things that can be achieved as a microbusiness. It is well known that microbusinesses dominate the creative industries landscape, that staying lean and agile allows variety, creativity and innovation and is a more sustainable choice for those pursuing a creative life. The hidden value of these microbusinesses, which is not measured in jobs and traditional economic growth, is often under the radar of policy statistics. There is a great deal of work to be done to build a rich understanding in this arena”

The Small is Beautiful Conference is a co production between Roanne Dods Ltd and Cultural Enterprise Ltd (a trading arm of Cultural Enterprise Office).

More information, and booking details about The Small is Beautiful Conference on the website - www.smallisb.com

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Notes to Editors:

- Small is Beautiful is a new annual inspirational conference celebrating and understanding the world of creative microbusinesses and enterprising. It will take place in Glasgow every June, to help microbusinesses make their ideas a reality.

- The conference has a capacity for 350 delegates with tickets from £199 to £350.

- The Small is Beautiful conference is funded by Creative Scotland and Glasgow Life.

- Confirmed speakers are: (more to be announced)

  **Jonathan Fields** - Jonathan is the founder of media and education venture, Good Life Project (www.goodlifeproject.com). An award-winning author, entrepreneur and maker, he lives in New York City and breathes the creative process. When not making stuff, you can find him dancing around his living room with his wife and kid.

  **Patricia-van-den-Akker** - Patricia is an accredited business adviser and gives practical, jargon-free answers to creative business questions. As a certified business coach she asks big questions to help businesses find their own answers.

  **Rohan Gunatillake** - Rohan is the creator of buddhify, the mobile mindfulness app for modern life, the co-producer of Sync, helping cultural organisations in Scotland have a more progressive relationship with technology, technologists, design and designers.

  **Tara Gentile** - Tara works with entrepreneurs to develop business models and ecosystems that are driven by curiosity, growth, and the power of networked individuals. She empowers businesses to navigate rapid change and create systems that recognize emerging opportunities.

  **Adam Lent** - Adam is Director of Programme at the RSA and an Associate Fellow of the IPPR. Previously he was Head of Economics at the TUC. He is also a member of the New Political Economy Network, run in association with the Guardian. He is leading a major piece of research, with Etsy, on The Power of Small.

- Cultural Enterprise Office is Scotland’s specialist agency for support and development of creative businesses. It has been active in the microbusiness sector since its inception 11 years ago and has 21,000 clients on its database, with 3,500 engaged users year on year.

- Cultural Enterprise Office and the RSA are separately undertaking research programmes into microbusinesses.

- Roanne Dods, Producer, has been working with small creative enterprises for over 20 years. She has been involved in the startup of a number of organisations herself, including IC:Innovative Craft, Mission Models Money, and The Work Room.

- Deborah Keogh, Co-producer, is Chief Executive of Cultural Enterprise Office (CEO), Scotland’s specialist business support service for microbusinesses and practitioners operating in the creative economy. She has spent 10 years at CEO and in that time it has grown from a small project into a key part of the support infrastructure for creatives.

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