



PRESS RELEASE

30 SEPTEMBER 2011

OPEN 4 BUSINESS LAUNCH – MONDAY 3 OCTOBER

The opening event of the 2011 South & West Dorset Open 4 Business festival gets underway on Monday 3rd October at 8.30 at the Ocean Room, Pavilion, Weymouth.

The theme of the 2011 festival is “Winning Business” and many of the 27 events are focused on **winning business** opportunities not only in 2012 but in the years ahead. The opening event will include two sessions:

- **The Prospects for the Regional Economy** , a popular presentation by Nigel Jump, Chief Economist of the South West Regional Development Agency.

- **A 2012 perspective:** Craig Dunkerley from Merlin Entertainments talks about their proposed Weymouth Observation Tower, outlines the development programme and its 2012 business prospects.

The Open 4 Business event programme continues with 14 events in the first week, full details can be found at www.o4business.co.uk . The highlight of the festival is the Awards Ceremony and Dinner, sponsored by Enterprising Women Dorset which will be held at Weymouth College on Thursday 6th October where the 12 Award Winners will be announced. All 18 Finalists have been very busy over the past 2 weeks making short films with local company Champagne Film, these films will be used as part of the Awards Ceremony to enable the audience to see the wealth of business talent that we have in the local area. Tickets for the Dinner have **sold out** and over 200 people are expected to attend the Black Tie celebration.

Julie Cleaver, Managing Director of Open 4 Business (Dorset) said ***“The Open 4 Business festival of events will continue until 20 October and I would encourage local businesses to attend as many of these free events as they can as each one offers expert advice and information which will follow the theme of “Winning Business” Our closing event this year will be held on 20th October where we will be giving small independent businesses some real low cost practical advice on how to win business now and in the future”.***

For more information please call Julie Cleaver, Popcorn Marketing 01305 774629 or 07831 696167. Email : Julie@popcornmarketing.co.uk Or visit www.o4business.co.uk

Ends

Photo call 08h45 Ocean Room, Pavilion Weymouth

Attached Photo : Winners of the 2010 Open 4 Business Awards