



Bring a Buddy Masterclass



Rachel Elnaugh,
“Business Nightmares: When Entrepreneurs Hit Crisis Point”
Thursday 26th February 2009, 6pm - 8pm
Lancaster University Management School

Rachel is a prolific business speaker, having entertained audiences throughout the UK and beyond. The session will give insight into how the rich, the famous and the infamous have ridden the storms of business failure and lived to tell the tale. Rachel will share her own experiences of business success and failure and look at what this means in the current economic climate for you as small business owners.

Rachel Elnaugh is one of Britain's highest profile female entrepreneurs. Having started her working life as an office junior at the age of 24, she created the market leading experiences brand **Red Letter Days** on a shoestring budget from the front room of her home.

Red Letter Days went on to generate over £100million in turnover in the 16 years that she ran it, and in doing so pioneered the UK's £250 million experiences sector. This earned her an **Ernst & Young Entrepreneur of the Year Award in 2002**, as well as being short listed for the 2001 **Veve Clicquot Businesswoman of the Year Award** and the **Growing Business Entrepreneur of the Year Award** in 2002.

Then, in early 2005, Rachel shot to fame as one of the original 'Dragons' in BBC TV's BAFTA nominated cult business show '**Dragons' Den**'.

After the well-publicised crash of **Red Letter Days** in 2005, which followed the ill-advised expansion of the business three years earlier, Rachel stepped away from business life but is now involved in a number of new business projects.



Reply Slip

Book via email at: lead@lancaster.ac.uk or alternatively please fill in the following details and post back to us by 25/02/09 at: LEAD, IEED, Lancaster University Management School, Lancaster, LA1 4YX

- I am a previous LEAD participant and would like to buy a ticket for £25
- I am interested in LEAD and would like to secure a free place for me and a guest

Your Name:

Company Name:

Email Address:

Guest's Name:

Guest's Company Name:

Guest's Email Address: