ECU Enterprise Tuesday is a series of eight free evening lectures and networking sessions aimed at inspiring entrepreneurship and linking the world of academia with the business community. It is open to all, from ECU researchers, students and staff, to community members and business owners and start-ups, and is delivered by ECU’s Office of Research and Innovation.

The series provides an opportunity for the business community to mix with academic talent / researchers, and is an opportunity for all participants to build and extend their quality networks. The eight sessions form a complete educational program which aims to inspire attendees to consider launching a start-up business based on a new idea, or commercialising their academic research.

Session 3 Serendipity or Hard Work:
‘Developing ideas; does luck play a part or is it just hard graft?’

Opportunity recognition is often considered the first step in building a new business venture but how do opportunities present themselves for discovery; is it systematic exploration or spontaneous recognition? Do serendipity and/or luck play a part, and how important is alertness and prior knowledge in the innovation process and subsequent product development?

Session 3 examines how entrepreneurial and innovation opportunities are discovered and developed, as well as what is needed to ensure opportunities are recognised. Post-discovery, the Session explores the elements that contribute to enabling the opportunity to be developed into a successful business venture.

No matter your stage of the entrepreneurial journey, if you’re interested in entrepreneurship or commercialising a new idea, this Session will prove invaluable.

Standard Session Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>5:00pm</td>
<td>Registration &amp; Networking</td>
</tr>
<tr>
<td>5:10pm</td>
<td>Welcome &amp; Session Introduction</td>
</tr>
<tr>
<td>5:15pm</td>
<td>Speakers and Q&amp;A</td>
</tr>
<tr>
<td>6:35pm</td>
<td>Networking with drinks &amp; canapés</td>
</tr>
<tr>
<td>7:15pm</td>
<td>Close</td>
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</tbody>
</table>

Where?
ECU Joondalup Campus, Building 8, Room 211
Click here to access a campus map detailing room location and available parking

Registration

Please ensure you register your place for seating and catering purposes: https://www.ecu.edu.au/events-and-activities/events-view?event_id=0000001510
Session 3 Speaker Information:

**Jill Hansen**

After 21 years in the beauty industry including 12 years living in the UK and extensive world travel to many countries, some of which are now steeped in terrible wars, Jill Hansen returned home to Australia.

Looking for new direction an opportunity came her way, in the guise of a flat mate who was then a Japanese pearl technician. Jill was flown to the remote Cook Islands to learn the art of seeding, harvesting and grading black South Sea pearls; she then came back to Australia to start a wholesale company here in Perth and became the first person in WA selling black pearls to the WA market and then selling nationally.

In 1996 Jill started Nash Pearls an international wholesale business trading in South Sea pearls. After five years in this business she recognised changes that would occur in the industry with large producers who would vertically integrate and dominate the pearl distribution here in Australia, so in 2001 she started working on a registered trade mark: ‘Lust Pearls’, a new concept in Pearl Jewellery.

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**Associate Professor Maryam Omari**

Maryam is an Associate Professor at Edith Cowan University. She has held a number of academic leadership positions and has been involved in significant curriculum change. She has a PhD, Masters in Human Resource Management (HRM), Graduate Diploma in Business Management, and a Bachelor of Science. Her research interests lie in workplace bullying, cross cultural management, and quality of work/life issues. Maryam has taught Human Resource Management, International Business and Management. She has lived, studied and worked in the Middle East, U.K and U.S.A.

Maryam is currently on the Board of ConnectGroups and the Australia and New Zealand Academy of Management (ANZAM); a member of the WA Australian Human Resources Institute (AHRI) State Council; the WA representative on the AHRI Research Advisory Panel; the Chair of the International Management Stream of the ANZAM annual conference; and a Judge for the annual Telstra Business, and Telstra Business Woman of the Year Awards.

Maryam has worked in various HR capacities including: training and development, recruitment and selection, coordination of graduate programs, organisational development, program evaluation, project management and strategic planning. She has significant experience in the design, delivery and evaluation of Executive Education and Management Development programs.

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**Next Session**

Session 4: Vision Meets Reality: Commercialising university research – Lab bench to market success; where are the bear traps?

Tuesday, 12 May 2015

Speakers:
- Professor Rob Newton, ECU Health and Wellness Institute
- Dr Shai Vyakarnam, Cranford University [UK]
- Professor Margaret Jones, Office of Research and Innovation, ECU

**More Information**

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