



## Francis Egbuson – CEMM Group

Mr. Francis Egbuson has 16 years of management and senior leadership experience in facilitating large teams in international and diverse work situations. His ability to execute, deliver and work diligently has seen him work in some of the most senior positions in various organizations across continents in countries like Uganda, Rwanda, Germany and the United States. Over the years he has worked for some of the most reputable organizations and has held various senior management jobs such as; Chief Commercial Officer, National Sales Manager, Program Manager and Managing Consultant. It is from his experiences and insights that he draws practical and invaluable knowledge that impacts and inspires many to follow their passion in business or in the work place.

Mr. Egbuson has a post graduate in Information Resource Management (IRM) from Syracuse University in the US and a post graduate certificate from Georgetown in International Business from Georgetown University in Washington DC. He currently runs his own consultancy firm, CEMM group which specializes in training and human capital development, for both management and technical skills. Also see : <http://cemmgroup.com/>

### Are you interested?

#### Fees: UGX 200,000

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# How to Grow a Successful Business by Attracting Profitable Customers.

## ASK THE ENTREPRENEUR FORUM - BUSINESS CLINIC & COCKTAIL

Time: Business Clinic 2 - 5 PM | Cocktail 6- 7 PM | Panel Discussion 7-9 PM  
Venue: Sheraton Rwenzori Ball Room

## What is this event about?

Ask the Entrepreneur Forum is a transformational experience and business networking opportunity for results-focused start-up entrepreneurs and business leaders. It is a platform for sharing new ideas, best practices and trends that are shaping the future of successful business in Uganda. This year's discussion will focus on improving profitability and sustaining business growth through customer-pleasing service in form of an interactive and hands-on business coaching session facilitated by World Class Business Coaches and a panel discussion with successful Uganda Entrepreneurs.

Ask the Entrepreneur Forum will bridge the gap between your passion for business success and the Knowledge, Networks, Practices and Tools required to make it happen.

## Who should come?

Are you passionate about a business? Do you want to start or improve your business? You could be a Startup Entrepreneur, Small Business Owner, Business Manager, Banker, Insurer, Lawyer, Tax Advisor, Financial Consultant, Communication & Marketing Expert, Business Analyst, Entrepreneurship Student? This event is designed for you!

## Why you should come?

This is an opportunity to tap into the Knowledge, Networks and Experience of business coaches, Industry professionals, like minded participants and successful Ugandan Entrepreneurs who have been there. You will network and build relations with them, learn from their mistakes and gain the inspiration, connections and resources you need to be successful.

By the time you leave this event you will have learnt how to;

- Identify opportunities for business
- Turn a business idea into a business plan
- Develop a winning business model and strategy
- Secure financing for your new business and manage your finances for growth
- Set up structures, systems and processes for managing your business
- Hire and manage the best human resource for your business
- Use cheaper, modern and effective communication and marketing tools
- Attract, manage and retain profitable customers
- Create more value for customers and sustain growth through customer-pleasing service.
- How to grow a successful business by attracting profitable customers

## Who are the Business Coaches of the day?

- Francis Egbuson- CEMM Group
- Charles Henderson- Henderson Harper and Associates
- Michael Niyitegeka-CoCIS
- Ashish J Thakkar- Mara Group
- Andrew Mwenda- The Independent.

## Which entrepreneurs will you be asking?

- Caleb Owino-Fireworks Advertising
- Donnah Masolo- Sparkles & Ultra Salons
- Moderator: Arinaitwe Ruggyendo, Entrepreneur & Director, Pepper Publication
- Ashish J Thakkar- Mara Group
- Andrew Mwenda- The Independent

## Meet the coaches!



### Charles Henderson – Henderson Harper and Associates

Charles M. Henderson is the Managing Director of Henderson, Harper & Associates, SA. He has been living and working in South Africa since 1993. For two years Mr. Henderson advised the managers of small businesses and community centers in townships and rural areas across the country. Since 1995, Mr. Henderson has been training managers and front line workers in the private sector focusing on customer service, emotional intelligence, mindset change, leadership, mentoring and coaching programs, team-building, and diversity management. He was a lecturer at Milpark Business School where he designed the second year MBA course on human resources with an emphasis on change management and customer service.

Before coming to South Africa Mr. Henderson worked as an international analyst with a Bank on Wall Street, Chase Manhattan, where he travelled to Asia, South America, Europe and the Middle East. He also worked with an American fortune 500 company, Otis Elevator, in the area of organizational transformation. Mr. Henderson received his Bachelor of Science degree in finance from the Wharton School at the University of Pennsylvania and his Master in Business Administration degree from Harvard Business School. Also see: <http://za.linkedin.com/pub/charles-henderson/15/708/47b>



### Michael Niyitegeka – CoCIS

Michael is the Head of Corporate Relations Office, College of Computing and Information Sciences ([www.cis.mak.ac.ug](http://www.cis.mak.ac.ug)) Makerere University. Michael holds an MBA from MsM and ESAMI Business School. As an academic he is interested in areas of IT Strategy and Management, and ICT for Development. He is an Adjunct Lecturer with the ESAMI Business School. Michael is a consultant/trainer in a wide-range of areas in the both business and IT but specifically he is passionate about digital/cyberspace branding and visibility, IT Strategy and Management and IT optimization and most recently Social Media & Business. Michael has a passion for inspiring the next generation of business leaders and does this as part of his social responsibility (<http://mniyitegeka.blogspot.com/>). Michael is a Rotarian with a desire to serve above self.