



# Managing Media Innovation

**20 January 2014,  
Bournemouth University,  
Executive Business Centre,  
89 Holdenhurst Road BH8 8EB**

**Arrival from 5:30pm for a 6pm start**

**The Centre for Entrepreneurship is delighted to invite you to a presentation by Dr John Oliver from Bournemouth University Media School.**

**Dr John Oliver is Deputy President of the European Media Management Association along with being Programme Director for the Professional Directorate in the Creative Industries at Bournemouth University. Dr John Oliver has delivered executive education to clients including Virgin Media and BskyB.**

Businesses increasingly find themselves competing in highly changeable and dynamic markets. Visibility is limited, and the strategic way forward is ambiguous to say the least. Dr John Oliver will present and discuss the latest findings on how UK media firms are managing media innovation over the short and long-term.

**This is a free event for businesses, BU students, BU staff and BU Alumni. Refreshments will be provided, to find out more or to book your place please visit <http://bucfe.com/events/managing-media-innovation/>**

**Please note there is no car parking at the Executive Business Centre. Details of local car parking can be found at [www.bucfe.com](http://www.bucfe.com)**