

**asbp** : audiovisual strategic  
: business planning

**Are you an  
entrepreneur  
or want to  
become one?**

**asbp**

**is your**

**course!**

# asbp is a project-based initiative designed to give you professional business advice and planning, while enabling you to devise a company strategy or 'investor ready' business plan.

Whether you want to start a new business, wish to expand an existing one or if you are simply looking to improve your business planning skills, you'll work on viability and competitiveness, finding ways to access the right financing sources and investors. asbp is led by [Erica Motley](#), Head of International Acquisitions for [K5 International](#), and is delivered in association with partners [Deloitte](#) and [Innova](#).

[Read more about asbp](#)

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## Personal approach

asbp is a programme structured around a three days intensive residential training and a comprehensive online module. The residential module, taking place in Ronda (Spain), comprises sessions dedicated to key industry areas, case studies, as well as workshops.

Our experts, top players of the media industry, will offer you personalized tutorial sessions and "one to one" meetings aimed to articulate an investors ready business plan.

Ground transportation and accommodation are included in your fee.

[Read more about the content](#)

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## asbp will allow you to...

- Articulate a fully developed company strategy and business plan propositions
- Access cross sector professionals networks
- Benefit from personalized assessment and coaching in terms of investment opportunities and business planning
- Make informed choices about positioning your business by optimizing systems, maximizing revenue potential and relationships across the sector
- Improve your skills to develop future projects and company business plans

asbp will give you all the professional support needed to move forward thanks to the support of our partners Innova and Deloitte.

[Read more about our experts](#)

**dates:**  
26th-28th Nov. 2014

**application deadline:**  
3rd November

[\*\*APPLY NOW!\*\*](#)

If you are an ex MBS participant, you get a 50% off your fee!

[Find out more](#)

Find out about our fees & requirements and sign up now to asbp 2014! We will be delighted to help you personally!

[Contact us now!](#)

[www.mediaschool.org](http://www.mediaschool.org)

