

Bournemouth & Poole College

Published on *Bournemouth and Poole College* (<https://www.thecollege.co.uk>)

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Friday, 21 February 2014

PJEA students have the opportunity to pitch their ideas to local leading businesses

Dannii, a student at the Peter Jones Enterprise Academy at the Bournemouth & Poole College, hopes to introduce an events company for Baby Showers to the Bournemouth and Poole areas. Dannii has her business plan in place but first wants to get her message across. She's organised a Charity event on behalf of Breast Cancer Care in her village, near Verwood on March 14.

Baby Showers are an American tradition which are becoming increasingly popular in the UK. The occasion brings friends and family together to shower the mum-to-be with gifts, sweet treats and best wishes. Often games are included such as baby bingo and 'guess the weight'.

Dannii hopes to launch her brand, Shower Me With Love Events, in the spring and is looking to win some backing from local entrepreneurs in a 'Dragon's Den' style pitching event.

Local business leaders visited the Academy to listen to ideas and pitches from the students, give feedback and possibly invest in the right individual.

They included Angela Fletcher of Rock Recruitment, Nas Amir-Ahmadi of My Food, Barry Nash, National Business Enterprise Manager with the Peter Jones Foundation, Angela Rowley, Business Investor and Mentor and Ross Nicholls, business mentor.

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