

How to talk about

Wade Institute

of

Entrepreneurship

Your go-to brand language guide for Wade Institute of Entrepreneurship.

Main explanatory blurb

P1: Wade Institute of Entrepreneurship is a leading centre for entrepreneurial training based at Ormond College, the University of Melbourne. Wade Institute delivers immersive education programs to accelerate learning, creation and connection.

+ **Extended:** Wade Institute’s programs include the co-delivery of the University of Melbourne’s Master of Entrepreneurship, investor education program VC Catalyst, teacher workshop UpSchool and custom masterclasses.

VC Catalyst blurb

VC Catalyst is an immersive executive education program for active investors to gain the best practice tools and skills to make successful early-stage high growth venture capital investments. Powered by LaunchVic, the program is delivered at Wade Institute of Entrepreneurship by world-leading venture capitalists and experts.

Master of Entrepreneurship blurb

The University of Melbourne’s Master of Entrepreneurship suite of programs are co-delivered at Wade Institute of Entrepreneurship and are designed to equip students with the entrepreneurial skills, networks and mindset to make their mark on the world.

Do’s and don’t’s

- In the first instance, use our full name – ‘Wade Institute of Entrepreneurship’
- Instances thereafter, it’s OK to use ‘Wade Institute’ as short-hand
- There is no ‘The’ in ‘Wade Institute of Entrepreneurship’
- We prefer not to be referred to as ‘Wade’ or ‘The Wade’
- When talking about one of our programs, use P1 of our main explanatory blurb followed by the relevant program blurb.

UpSchool blurb

UpSchool Teacher Workshops give K-12 educators the skills, experience and confidence to embed entrepreneurial practices in their classrooms and grow their leadership potential. Delivered at Wade Institute of Entrepreneurship’s purpose-built training facility, UpSchool supports schools in taking the next step in delivering innovative education for the future.