

Fingal Enterprise Week /2014

Monday
to Friday
06th-10th
October



Book NOW!
FingalEnterpriseWeek.ie

An initiative of:


Oifig Fiontair Áitiúil
Local Enterprise Office

Comhairle Contae
Fhine Gall
Fingal County
Council



In association with:





At the edge of Dublin, with Dublin International Airport at our heart and direct access to Ireland and Europe's road and rail transport network, Fingal is Ireland's fastest growing county and an excellent place to do business. Our population is young and well educated and we aim to lead Ireland's economic recovery. LEO Fingal and the Council's Economic Development Unit are working closely with businesses to support and encourage job creation in Fingal and to promote an improved entrepreneurial culture.

Another important priority for Fingal County Council is the development of optimal business locations around a concentration of new and existing businesses that have first class services and infrastructure. We are developing the Dublin 15 Enterprise Zone in Northwest Blanchardstown to do this. Fingal Enterprise Week provides a valuable opportunity for new and growing businesses to secure and build on their success and we're looking forward to supporting them on their way.

Paul Reid
Chief Executive
Fingal County Council



The team at the Local Enterprise Office in Fingal are delighted to present the 5th annual Fingal Enterprise Week from Monday 6th to Friday 10th October. The 2014 programme of events is designed to:

- > Deliver opportunities for SMEs to learn from specialist industry experts.
- > Stage quality networking events to help business owners build professional links.
- > Stimulate enterprise and business development.
- > Provide support and advice to those considering starting a business.
- > Inform business owners about the supports and services available to their business.

Fingal Enterprise Week is for you and your business. We hope you will review the programme, pick a number of events to suit your needs and join us during the week. Be part of Fingal Enterprise Week!

Oisín Geoghegan
Head of Local Enterprise

Fingal Enterprise Week / 2014

Monday

Future Tech Trends
Social Media & Digital
Marketing
Start Networking!

Tuesday

Strategic Thinking
Student Enterprise Event
Food On The Move

Friday

Get Noticed
Craft & Design Event
Fingal Enterprise
Awards

Wednesday

Fingal
Startup Day

Thursday

Financing Your Business
Ethnic Enterprise
Social Media & Digital
Marketing
Fingal Enterprise
Awards

Monday
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Be Inspired
Be Connected
Be Part of it!

#FEW14



Your journey to growing your business starts here

www.localenterprise.ie/Fingal

#FEW14 join the conversation on twitter & facebook



Monday
6th October



Time 7.30-10.00am

Location

The Gallery Suite, The
Helix, DCU

Price

€10.00 nominal booking fee

Speakers

- 1 **MC: Noel Davidson**
BeaumeX
- 2 **Andy O'Donoghue**,
BeaumeX
- 3 **John Beckett**,
Eirtight Technology
- 4 **David O'Mahony**,
Google



Future Tech Trends

Technological Developments
affecting your business

We are living in a time when business owners need to plan for emerging technologies and trends. Data is king in the world of Information Technology. Social media platforms are evolving as a new source of business intelligence. And cloud computing is, finally, delivering on IT's role as a driver of business growth. Join us for a panel discussion with technology commentator Andy O'Donoghue, Owner and founder of Eirtight technologies John Beckett, David O'Mahony of Google and hosted by Director of QED training Noel Davidson to discover what technology trends will impact on business life in 2015 and beyond.

Who should attend?

Business owner/managers that want to use technology to help them work smarter.

What should I bring?

An open mind and plenty of questions as the combined knowledge of this panel is an opportunity to get answers to questions we will all be asking in the future.



Time

6.00-8.00pm

Location

Esquire's Café,
Airside, Swords

Price

FREE

Speaker

Sean Weafer

Stop Hesitating Start Networking!

In association with



Networking is the single most powerful business development tool in the 21st century.

Many of us have never been properly trained in the techniques of professional and effective networking. We've all seen them... the 'natural networkers' who can approach anyone at an event, effortlessly create a rapport, build trust and yet are never seen as 'pushy'.

Join us for a master class in networking by globally renowned expert Sean Weafer, an expert in networking psychology. Sean will help you overcome your natural fears and concerns about networking and teach you how to work a room successfully and elegantly. Delivered in a humorous and interactive style this event will leave you feeling confident and competent in the art of networking.



Tuesday
7th October



Time

7.30-10.00am

Location

Carlton Hotel
Dublin Airport

Price

€10.00 nominal
booking fee

Speaker

Nicola Byrne,
11890

Strategic Thinking

Facing The Hard Choices



Fingal Dublin
CHAMBER
IN BUSINESS FOR BUSINESS

To succeed, a business must have clear strategic thinking.

Whilst this might sound like an obvious statement it actually involves making very clear-cut decisions and commitments. This process requires vision, insight, clear thinking and the ability to make the right choices, which are often the hard choices. But it is only when business people make the hard choices that their business can succeed.

Nicola Byrne, founder of 11890, has extensive experience in dealing with the hard choices and she will be sharing her thoughts and lessons learned on this subject at this networking breakfast.

This event is proudly hosted in association with Fingal Dublin Chamber



Time

9.30am-10.30am
6th Class & 1st years

11.00am-12.30pm
Transition years

Location

Draíocht Theatre,
Blanchardstown

Price

Free for Schools – places
are strictly limited

Speaker

Jacqui McNabb

The Next Generation of Innovators



Student Enterprise Event

The **Fingal Student Enterprise Awards Programme** is the largest of its kind in the country, with over 2,000 students participating from local primary and secondary schools every year. As part of the 14th annual 2014/2015 programme, Fingal Local Enterprise Office is hosting a specially-designed workshop for Fingal schools. Aimed at helping pupils explore the world of business in a fun, practical and cross-curricular way, it promotes children's creative thinking skills and encourages pupils to develop enterprising behaviours.

Through interactive activities, pupils explore the origins of trade and business and learn the importance of research. Pupils also identify enterprising skills within themselves, consider the benefits of competition in the marketplace and explore moral dilemmas that businesses face. These engaging lessons allow students to develop life-long personal, social and enterprising skills and attitudes.

*Places at this event must be booked through schools. Teachers can contact **Local Enterprise Office Fingal** on **01 8900 800** to reserve places. Please note that places are strictly limited and will be offered on a first come, first served basis.*



Food on the move



Time
6.00-8.30pm

Price
€10.00 nominal
booking fee

**For further
details visit**
www.fingalenterpriseweek.ie

With increasing time pressures and busy lives consumers are increasingly turning to food on the go.

Many operators who are servicing this consumer are experiencing growth and this dynamic seminar will explore opportunities within the sector and will set out how both operators and food producers can seize on this opportunity area.

Guest speakers from within the industry will provide live case studies of what is working and the best approaches to maximise business. Some of Dublin's newest food producers will also showcase product to perspective buyers. This event is targeted at Dublin based food producers, retailers, foodservice operators and food distributors.



Wednesday
8th October

FINGAL STARTUP DAY

In association with



vodafone

Time

9.00am-4.30pm

Location

Crowne Plaza Hotel,
Northwood Demesne,
Santry

Price €10 incl. lunch

Special Guest

Sonya Lennon

Sonya is a highly respected Fashion Stylist, Entrepreneur, Author and Broadcaster. Sonya is co-founder of 'Frockadvisor', a multi-award winning platform, that represents a new breed of digital engagement in the fashion space.

Facilitators

Joanne Hession, Noel
Davidson & Team,
QED Training

Are you thinking about or currently in the process of starting up a business?

Join us for this highly energetic & interactive day of events. Our goal is to equip business owners or those starting a business with expert advice and practical information on how to make your business a success.

Learn from the experts on:

- Business idea testing – process of coming up with an idea, making it better, researching your idea creatively;
- Business planning;
- Accessing finance;
- Working smartly, working productively;
- Bringing your business online, mobile marketing;
- Reaching potential customers, making sales.

Special Guest Speaker:
**Sonya Lennon, one of
Ireland's rising tech
entrepreneurs**





Time	Detail
9.00am	Registration
9.30am	Opening Introductions
9.40am	What makes a great business idea?
10.40am	How do I prove customers exist for my Startup? How do I research my market? What online tools are out there to help me and how do I use them?
11.30am	Creative marketing ideas for getting my message to my customers
12.00pm	Bringing my Startup online
12.30pm	The importance of networking
2.00pm	My Startup: How I started, The Challenges, The Successes, The Learning MC Joanne Hession – Author of bestselling book 'Don't Get A Job, Build A Business' and MD of QED Training. Keynote Speaker – Sonya Lennon, founder of www.Frockadvisor.com and the LennonCourtney label
3.15pm - 4.30pm	Vodafone Smart Startup Network – Small Group Digital Mentoring Participants will have the opportunity to participate at three mentoring tables on the following topics; Social Media for Business, E-Commerce and Business Productivity. Learn how to bring your business online and work more smartly in your startup business.

ALSO AVAILABLE FREE AT FINGAL STARTUP DAY

Business Advice Clinics

Book a free appointment with one of our expert business advisors by calling **01 8900 800**.

Time: Appts Available: 10.00am-4.30pm

Venue: Crowne Plaza Hotel Northwood

Price: Free

Meet the Agencies:

Drop-in to meet with other government agencies who can support your new business.

Agencies will include; Local Enterprise Office Fingal, Enterprise Ireland, Intreo, Microfinance Ireland, NERA, Revenue Commissioners, Skillnets and more...

Time: 12-3pm

Venue: Crowne Plaza Hotel Northwood

Price: Free

Thursday
9th October

CompanyMoney



Time

9.00am-12.30pm

Location

Howth Yacht Club,
The Harbour, Howth,
Co. Dublin

Price

€10.00 nominal
booking fee

Speakers

Lar Burke,
Company Money

Financing Your Business

All you need to know

This intensive morning seminar is presented by Lar Burke, one of Ireland's leading experts on SME financing. Lar will examine the key aspects of raising finance, including:

- Where to go to raise business finance – the options available including some new and alternative opportunities for raising finance;
- How to improve your chances of getting a positive decision;
- Your relationship with your lenders/investors;
- Why banks want to restructure your overdraft and what it means to your cashflow – and reputation;
- What influences the investor's decision and how you can make sure you hold onto your overdraft and loans.

In association with



Time

9.00am-4.30pm

Location

Bracken Court Hotel,
Balbriggan, Co. Dublin

Price

FREE

Speaker

Sarah Maguire

Ethnic Enterprise

Running a Business in Ireland



This one day course has been designed specifically for people of various ethnic backgrounds living in Ireland and who are considering starting a new business.

Topics covered on the day will include the techniques used to generate business ideas, how to conduct effective Market Research and the supports available to new Startups in the Fingal region. The aim of this workshop is to ensure participants not only gain an understanding of the initial steps required to start a business but also the value of their own ethnic background, community and personal experience.

The programme will be delivered by Sarah Maguire, a business Startup specialist who has extensive experience in working with people of different ethnicities living in Ireland with a desire to start their own business.

In conjunction with





SUCCESS LEAVES CLUES

Lessons from successful Irish businesses and what it takes to survive and thrive in these challenging times.

1

Time

6.00-8.30pm

Location

The Grand Hotel,
Malahide, Co. Dublin

Price

FREE

Keynote Speaker

1 Sean Gallagher

Entrepreneur, Former Investor on Dragons Den, Business Writer with the Sunday Independent and International Strategic Consultant.

MC

2 Ian Guider, Business Editor, Newstalk

Join us for the networking highlight of Fingal Enterprise Week, when our keynote speaker Sean Gallagher will share a host of business lessons learned, the hard way, by Irish entrepreneurs just like you.

We will celebrate the relentless spirit of the entrepreneur at this dynamic event hosted by Newstalk's Business Editor Ian Guider. We will introduce you to the winner of the Fingal Enterprise Award who will represent this region at the National Finals. We will also proudly announce the category and overall winners out of the Fingal finalists in "Ireland's Best Young Entrepreneur" Awards.

Our keynote address will be delivered by Sean Gallagher. Drawing on his own experience and interviews with Irish entrepreneurs Sean will talk about business owners who have faced challenges, responded positively, took hard decisions and are now reaping the rewards. This evening promises to be both thought-provoking and inspiring in equal measure. We do hope you will join us to celebrate entrepreneurship and resilience here in Fingal.

Comhairle Contae
Fhine Gall
Fingal County
Council



Oifig Fiontair Áitiúil
Local Enterprise Office



newstalk
106-108FM



2

Friday
10th October



Effective Visual Merchandising for Craft & Design Business



Time

9.30am-4.30pm

Location

The Thinking Factory,
Castleknock Hotel &
Country Club

Price

€40.00 per person
incl. lunch

Speaker

Eleanor Harpur

This one day programme is aimed at designers, makers and retailers who want to learn about the most effective methods of visual merchandising. It will enable craftspeople create the right business image through effective product presentation.

Delegates will learn how to make the best use of space in a trade environment and how best to ensure that products are well represented within a retail environment.

By attending this course you will learn to improve the overall image of your business through product presentation, develop critical thinking skills in evaluating suitable display features using target customer profiles and help your business increase sales through innovative ways in which to present your products. The programme is delivered by Eleanor Harpur, an interior stylist and retail consultant in Ireland and abroad for over 10 years.

Proudly presented in conjunction with



Getting your business noticed in a busy market place can be a real challenge for the small business.



Time

9.00am-1.00pm

Location

Radisson Blu Hotel,
Dublin Airport

Price

€10.00 nominal
booking fee

Speakers:

1 Communications:

Terry Prone, The
Communications Clinic

2 Branding: Lorraine

Carter, Persona Design

3 PR: Breda Brown and

Al Dunne, Unique Media

4 Building Business

Relationships:
Padraig McKeon,
McKeon PR &
Communications

MC

Terry Prone, The
Communications Clinic

If only you had access to a branding consultant who could advise you on creating a memorable brand. If only you had a communications consultant who could help you develop a voice for your business. Imagine having a PR consultant who could help you generate PR opportunities for your business, or someone dedicated to helping you build great relationships with new clients?

If you have ever longed to have these services at your disposal but never had the budget, **Get Noticed** is for you. Join us for an interactive morning of presentations, discussions and Q&A with some of Ireland's leading PR, Branding and Communications specialists.

In association with





Need Business Advice?

Book a free appointment with one of our Business Advisors as part of Fingal Enterprise Week. Our Business Advice Clinic is open on Wednesday 8th October at the Crowne Plaza Hotel Northwood.

To book an appointment call 01 8900 800

BUSINESS WORKSHOPS AT FINGAL ENTERPRISE CENTRES

Check out the business workshops taking place at the Fingal Enterprise Centres during Fingal Enterprise Week:

- **MONDAY 6TH OCTOBER Social Media and Digital Marketing Workshop** at the BEaT Centre, Balbriggan
- **THURSDAY 9TH OCTOBER Social Media and Digital Marketing Workshop** at The Linc Centre, IT Blanchardstown proudly hosted by The Linc Centre, Base Enterprise Centre and the Blanchardstown Area Partnership Enterprise Department
- **FRIDAY 10TH OCTOBER Social Media and Digital Marketing Workshop** at the Drinan Enterprise Centre, Swords

These workshops take place from 9.00am-4.30pm.

Book your place by visiting www.FingalEnterpriseWeek.ie

There is a nominal booking fee of €10.00 for each of these events, but please note that places are strictly limited and early booking is advised.



Fingal Enterprise Week Be part of it!

Mon 6th Oct	Time	Venue	Price
Future Tech Trends: A glimpse into the crystal ball of Technology developments affecting business.	<i>Breakfast</i> 07.30-10.00hrs	The Gallery Suite, The Helix, DCU	€10.00
Social Media & Digital Marketing Workshop	<i>Full Day</i> 09.00-16.30hrs	BEaT Enterprise Centre, Balbriggan	€10.00
How to Network : A networking masterclass with internationally renowned Sean Weafer	<i>Evening</i> 18.00-20.00hrs	Esquire's Café, Airside, Swords	Free
Tues 7th Oct	Time	Venue	Price
Strategic Thinking: Facing the Hard Choices in association with Fingal Dublin Chamber	<i>Breakfast</i> 07.30-10.00hrs	Carlton Hotel, Old Airport Road	€10.00
Student Enterprise Event: 6th Class & 1st Year: 09.30-10.30hrs & TY Students: 11.00-12.30hrs	<i>Morning</i> 09.30-12.30hrs	Draiocht Theatre, Blanchardstown, Dublin 15	Free for Schools – places strictly limited.
Food On The Move: Dublin Food Chain Networking Event	<i>Evening:</i> 18.00-20.30hrs	For further details visit FingalEnterpriseWeek.ie	€10.00
Wed 8th Oct	Time	Venue	Price
Fingal Startup Day: in association with Vodafone	<i>Full Day:</i> 9.00-16.30hrs	Crowne Plaza Hotel Northwood	€10.00 incl. lunch
Business Advice Clinics: Book a free appointment with one of our advisors	<i>Appts Available:</i> 10.00-16.30hrs	Crowne Plaza Hotel Northwood	Free
Meet The Agencies: Meet with the government agencies who can support your new business	12.00-15.00hrs	Crowne Plaza Hotel Northwood	Free
Thurs 9th Oct	Time	Venue	Price
Financing Your Business: All you need to know: A finance masterclass with the straight talking Lar Burke	09.00-12.30hrs	Howth Yacht Club, Howth Harbour	€10.00
Ethnic Enterprise: Running a Business in Ireland	<i>Full Day:</i> 09.00-16.30hrs	Bracken Court Hotel, Balbriggan	Free
Lessons from successful Irish business with guest speaker Sean Gallagher incl. presentation of the Fingal Enterprise Awards	<i>Evening:</i> 18.00-20.30hrs	The Grand Hotel, Malahide	Free
Social Media & Digital Marketing Workshop Hosted by Linc & BASE Enterprise Centres & Blanchardstown Area Partnership Enterprise Department	<i>Full Day:</i> 09.00-16.30hrs	Linc Enterprise Centre, Blanchardstown	€10.00
Fri 10th Oct	Time	Venue	Price
Get Noticed: PR, Communications and Branding Seminar for SMEs	<i>Morning:</i> 09.00-13.00hrs	Radisson Blu Hotel Dublin Airport	€10.00
Craft & Design Event: Merchandising My Product Effectively in association with the Design & Crafts Council of Ireland	<i>Full Day:</i> 09.30-16.30hrs	The Thinking Factory @ Castleknock Hotel and Country Club	€40.00 incl. lunch. Places strictly limited
Social Media & Digital Marketing Workshop	<i>Full Day:</i> 09.00-16.30hrs	Drinan Enterprise Centre, Swords	€10.00

Registration for all events takes place 30 minutes before the listed event start time. Please register in good time to ensure an on-time start for all Fingal Enterprise Week Events

Fingal Enterprise Week/2014

Be Inspired
Be Connected
Be Part of it!

Designed by wemakdesign



FingalEnterpriseWeek.ie
#FEW14



Fingal Local Enterprise Office
Tel: 01 8900 800
Email: info@leo.fingal.ie

First Floor, County Hall,
Main Street,
Swords,
Co. Dublin

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