

Believe It & Achieve It



National **Women's** Enterprise Day 2012

*The Heritage Hotel, Portlaoise
17th - 18th October 2012*

www.nwed.ie



EUROPEAN SOCIAL FUND



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KEYNOTE SPEAKERS



Kathleen Lynch T.D., Minister for Disability, Equality, Mental Health and Older People

Appointed Minister of State for Disability, Equality, Mental Health and Older People in the Department of Health and Department of Justice, Equality and Defence, 10th March 2011. Minister Lynch was elected to Cork Corporation in 1985 and first elected to Dáil Eireann in 1994. She was subsequently elected again in 2002 and has retained her seat since.

Minister Lynch was a member of the Joint Oireachtas Committee on Health, 2007, Joint Committee on Justice, Equality, Defence and Women's Rights 2002-2007 and member of Joint Committee on Enterprise and Small Business, 2002 - May 2006. She is married with 4 children.



Dr Maureen Gaffney, Clinical Psychologist and Author, is an expert on change management, emotional intelligence, 'gender at work' and on work/life balance. A clinical psychologist, she has worked with companies in Ireland, UK, Israel, and the US in the areas of leadership, change and transition, emotional intelligence and managing diversity.

In her latest book 'Flourishing' she explains that adversity can be a positive turning point and looks at the factors which enable individuals overcome adversity, maximise their potential and enjoy life.

Over the past 10 years she has divided her time between her own consultancy business and a number of state and other boards.

She has served as Chair of the National Economic and Social Forum, advising government on issues of equality and social exclusion. She also served as Chair of the International Advisory Group of Futures Ireland, a foresight planning process set up by the Department of the Taoiseach; and as a member of the Advisory Board of the Institute of Public Administration foresight exercise on the major economic, social, demographic, technological and environmental trends and drivers of change over the next decade.

She is a well known broadcaster, writer and columnist. She earned her B.A. in Psychology at University College Cork, her M.A. in Behavioural Sciences at the University of Chicago and her PhD at Trinity College Dublin. She is also an alumnus of the Women and Power Programme at the Harvard Kennedy School.



Mary McKenna, Managing Director of Tour America, has been in the travel sector for almost 25 years now. Having gained valuable experience in the airline business, in 1995 Mary decided it was time to make a go of the business herself, first setting up Tour America from home with 3 staff. Tour America has continued to buck the trend by growing throughout the recession and now employs over 50 people in Dublin and Cork with a turnover of over €20 million. Constantly innovating, Tour America has recently launched www.touramericadirect.co.uk

The company also manages other highly successful brands such as Cruise Holidays and the company has fully embraced social media. Very much a team player, Mary was delighted that Tour America won "Deloitte Best Managed Company" in both 2010, 2011 and now for the third year running in 2012.

The company has also won Travel Agency of the Year 2011 voted by the public, and Best Use of Social Media 2011 voted by the media, Best Tour Operator 2011 (Cruise Holidays brand) voted by Evening Herald.

Mary is presently on a Leadership for Growth programme in conjunction with Enterprise Ireland at the IMD Business School in Lausanne, Switzerland, where she is the only female among 27 participants. The course is to help business develop and grow globally. Mary is also a Lead in Going For Growth and has given up 6 full days of her time to support fellow women Entrepreneurs. She also completed her first ever marathon in New York in November and raised over €5000 for Barnardos.

CONFERENCE FACILITATOR: **Colette Fitzpatrick**



COLETTE FITZPATRICK is the main evening news anchor for TV3 News, alongside Alan Cantwell.

She also hosts TV3's prime time show Midweek examining news and social issues and interviewing personalities.

Colette is one of Ireland's most experienced live television presenters and brings a wealth of experience to her role at the network. From Holycross, Thurles, in Co Tipperary, Colette has been working in the TV3 newsroom since March 2001.

She has presented special live news programmes on breaking news days, notably the Stability Treaty referendum, the presidential election and anchored 5 hour broadcasts on the visits of Barack Obama and Queen Elizabeth the second, to the country. Colette's role in TV3 requires her to have a broad knowledge of current affairs and news, excellent interviewing skills and the ability to react to a breaking news story, in a live studio environment. She takes part in daily editorial meetings that set TV3's news agenda. She has a weekly column in the Evening Herald newspaper and has also written opinion editorials for the paper. The Midweek Programme won a certificate of merit at the Justice Media Awards in both 2012 and 2010. Colette also won the TV NOW Best News Presenter Award in 2007.

EVENT PROGRAMME

Wednesday 17th October

14.00 Arrival, Registration, Tea/Coffee, Collection of Conference Packs, and Informal Networking

15.00 Focus on Technology & Social Media Workshop

17.00 Tea/Coffee and Informal Networking, Hotel Check in, time out.

17.30 Formal Networking event

19.00 Supper and Informal Networking

Guest Speaker Kathleen Lynch T.D., Minister for Disability, Equality, Mental Health and Older People

Registered delegates can enjoy both formal and informal networking with a light buffet meal and refreshments.

Mentor Sessions available in the O'Hanlon Suite & the Dunamais Suite – Prior Booking essential. 14.00 – 18.00

Thursday 18th October

Mentor Sessions available in the O'Hanlon Suite & the Dunamais Suite – Prior Booking essential. 8.00 – 9.30, 10.30 – 12.30, 2.00 – 3.00

Exhibition throughout the conference in the O'More Suite closes on Thursday at 3.00 p.m.

8.00 Registration, Tea/Coffee, Collection of Conference Packs and Informal Networking

9.30 Welcome from Maria Callinan, CEO Laois County Enterprise Board

9.35 Introduction by Conference Chairperson Colette Fitzpatrick

9.40 FAB! Females At Business

11.15 Coffee Break and Informal Networking

11.45 Keynote Speaker - Dr. Maureen Gaffney

12.45 Lunch and Informal Networking

14.00 Case Studies X 4 – DVD and Panel Discussion Q & A

15.30 Keynote Speaker - Mary McKenna

16.30 Closing remarks and Conference Close by Christine Charlton, CEO Westmeath CEB

A panel of four speakers from the worlds of media and marketing, banking and finance, law and technology give insights on how it is for women in business today. What are the challenges we face, and how do we overcome them? How are we coping with the recession? What unique talents and insights do we bring to the workplace? What steps have still to be taken in order to ensure a greater representation of women at management and board level?

The four presentations in this lively and interesting session will explore many different aspects of business today, and will offer real life experience and acquired knowledge to women from all business backgrounds - the SME sector, the professions, sole traders, mompreneurs, start-ups and more.

The four panellists are:

Orlaith Carmody

A broadcaster, professional speaker, and media commentator, Orlaith is Managing Director of Mediatraining.ie, and has run training and management programmes for many years for the top names in Irish business. A former RTE journalist, she sits on the Boards of RTE, HRM Recruit and Ablevision Ireland; and holds directorships in a number of other SMEs in production and entertainment.

Theresa Lowe

Theresa joined RTÉ in 1982 as a Continuity Announcer, and in 1989 began presenting Where in the World, becoming a household name for many years with this popular Sunday evening family quiz show. Called to the Bar in 1997, she now has a broad civil and criminal practice. She was the subject of a major RTE Documentary, A little bit TV, which was broadcast in February 2012.



Nicola Byrne

CEO & founder of I1890 & Stenics Media, Nicola is a board member of the Ireland US Council and the British Irish Chamber of Commerce; Chairperson Ulster Bank Business Achievers Awards 2012; Advisory Board Member of Ryan Academy for Entrepreneurship; member of Fingal CEB evaluation committee; and Ambassador in Europe for Female Entrepreneurship.

Linda O'Shea Farren

CEO of the Irish American Peace Foundation, a Governor of UCC, Senator of NUI and Director of Music in Great Irish Houses. A former New York corporate lawyer, investment banker and Programme Manager & Adviser to Minister for Justice Nora Owen, Linda set up her own solicitors practice and, after the banking crisis, was elected an independent non-executive director of EBS.

Focus on Technology & Social Media Workshop

Carol Tallon from Buyers Broker Direct will Chair our Focus on Technology Session this year from 3pm to 5pm on Wednesday, 17th of October. Our speakers are as follows:



FOCUS ON TECHNOLOGY

Chairperson Carol Tallon from Buyers Broker Direct



<http://ie.linkedin.com/in/caroltallon>



HOW TO MAKE MONEY FROM SOCIAL MEDIA

Joanne Sweeney Burke from Media Box



<http://www.linkedin.com/in/joannesweeneyburkemediabox>



<https://www.facebook.com/mediabox>



HOW TO USE ONLINE VIDEO TO DEVELOP YOUR BUSINESS

Janet Beck from Glass Eye Productions



<http://www.linkedin.com/in/janetbeck>



HOW TO PUT YOUR BUSINESS IN A CLOUD AND GET THE MOST FROM IT

Fintan Murphy from Damson



<http://www.linkedin.com/in/fintanmurphy>



**Networking facilitated
by QED Training**

QED Training was established 13 years ago by founder & MD, Joanne Hession with the sole objective of supporting Irish entrepreneurs get started in business. Noel Davidson, who will facilitate this session, works with QED in a management capacity to help deliver a range of networking events and programmes in specialist areas.

QED has built up a solid reputation for delivering training programmes successfully for start-ups and early start-up stages, SMEs, multinationals, and the unemployed in Ireland. Throughout this time, the company has worked extensively with clients of the County and City Enterprise Boards, state agencies, local area partnerships and large multinationals.

This facilitated networking event will comprise of Speednetworking®. This is a time

efficient way to meet over 30 fellow entrepreneurs in one night - establish initial contact and use this contact to network further.

You can use Speednetworking® to renew acquaintances, make sales, make contacts, solve problems, conduct market research, generate ideas and exchange information.

Be prepared to give a concise description of your business and products/services to others at the event. Limit the description to a "60 second" commercial for your business. Also, bring plenty of business cards and brochures with you to this event.

The Benefits of Speednetworking® for your Business

Speednetworking® can: Increase your sales; Increase your personal contacts making it easier to do business; Reduce costs by introducing you to best practice principles; Reduce feelings of isolation as a small business owner by meeting other business owners; Be a form of mutual mentoring; Lead to joint marketing and problem solving solutions; Be used to conduct market research; Increase learning.

CASE STUDIES: *Telling It As It Is*



Alison Banton, Brooke & Shoals Fragrances

Alison Banton holds a Master's degree in Economics (UCD). She spent 17 years in the financial sector, both as an Economist and as a Marketing Manager. She started her retail outlet in Greystones in 2004 and in 2007 she left her position as Marketing Manager for Irish Life to focus full time on her own business. In 2010 she established Brooke & Shoals Fragrances Ltd. with a view to developing, designing and manufacturing her own range of products. She also spent time in the Grasse Institute of Perfumery in France learning about fragrance development to help her create a range of bespoke scents for her products.

Brooke & Shoals develops and markets a range of premium scented candles and organic body products with a focus on high quality natural ingredients and divine fragrances.

All Brooke & Shoals products are manufactured in Ireland supporting Irish employment and ensuring consistently high quality. Now in 2012, Brooke & Shoals products are sold in over 50 Irish outlets and a number of export outlets. Aer Lingus also sell Brooke & Shoals candles on board the planes via the In-Flight Shopping Catalogue. Brooke & Shoals will put a greater emphasis on exporting from 2013 onwards once they have achieved their targeted reach within the Irish retail market.

www.brookeandshoals.ie



Caroline McEnergy, HR & Business Solutions

HR & Business Solutions offer specialist tailored and effective human resources and business solutions to clients throughout Ireland. Caroline McEnergy, who has over 15 years' experience in human resources and general business operations, set up the company in 2009. The company is growing steadily with over 200 clients in Ireland and the majority of this growth is based on referrals from existing clients. HR & Business Solutions has been awarded ExcellenceThrough People Gold Accreditation from the National Standards Authority of Ireland.

HR & Business Solutions provide their clients with a personal and hands on approach to assist them with any HR or Business issues that they encounter in a proactive approach aimed at continually raising standards, profitability and ensuring legal compliance.

HR & Business Solutions offer a 24/7/365 day a year telephone and email support service and regularly visit their clients to get a real insight into their business which are across all sectors from tourism to retail and all other business areas. HR & Business Solutions update their social networking sites regularly with relevant news and information as well as sending clients a monthly newsletter.

www.hrbusinesssolutions.ie



Fleur Creed, Genesis Business College

Fleur Creed, a qualified accountant and business mentor established Genesis Business College in 2000. The college has operated across Waterford, Wexford, Carlow and Kilkenny for nearly 12 years employing 18 staff and 15-20 contracted staff. Approximately 1000 students have passed through the doors each year attaining accreditation with FETAC, ATI, CPA, City & Guilds up to National Framework of Qualifications (NFQ) Level 6.

A recent survey has shown that 77% of students that completed a Diploma with Genesis Business College in 2011 are now employed. Past students have also attained 1st and 2nd positions in Ireland. Excellence through knowledge and education has always been the College motto.

Fleur also founded an e-learning company in 2011 which provides on-line professional courses which aspires to take on the international market. She has mentored on behalf of the Wexford County Enterprise Board since 2002, provided seminars on Business, Accounting & Tax. She is also strongly involved in the local business community and government lobbying with Chambers Ireland, as President of Wexford Chamber and Chair of the Wexford Management Forum.

www.genesisbusinesscollege.net



Sarah Nic Lochlainn, Aruna Sauces

Sarah Nic Lochlainn has a degree in French and Italian from NUIG. She and her husband, Sarajit Chanda were globetrotters in 1999. They met while working in one of Sydney's best Indian restaurant as both were passionate about good food and nutrition. The couple married and moved to Dublin in 2001. In 2005 they opened Fuchsia House Restaurant, Ardee, Co. Louth which in its first year received rave reviews and won many major awards.

Ma Aruna's Chicken Curry - a recipe given to Sarajit by his mother, Aruna - soon emerged as the most popular dish on the menu. In 2009, due to popular demand they started making Aruna's Traditional Curry Sauce which they sold directly to the public in Fuchsia House and at farmers' markets.

In 2010 they developed 4 more varieties using Aruna's traditional recipes and methods. The Aruna range was officially launched by Tom Doorley (The Restaurant RTÉ 1) in February 2010.

In 2010 they won the Blas na hEireann (National Irish Food) Awards.

In 2011 they won Best Business in the Louth Enterprise Awards and Best Start-Up in the Drogheda Chamber Awards. In 2012 they won bronze at the National Start-Up Awards.

By end 2012 they expect to have established the Aruna brand in ROI and NI and to look to the UK as a next step.

www.aruna.ie

BOOKING INFORMATION

- The National Women's Enterprise Day delegate fee is €100.
- Delegate fee includes half day conference programme, supper and informal networking on October 17th and full day conference and lunch on October 18th.
Free Mentor sessions are available to delegates but prior booking is essential.
- Overnight accommodation and parking are additional costs, delegate rates apply. See hotel information below for further details.
- To Book and Pay for your place now, simply go to www.nwed.ie and click on the Book Now button. By clicking on this link you will be redirected to the secure online booking system Eventsforce at Enterprise Ireland.
- If you wish to pay by cheque instead of booking via the Book Now link, please download a **Booking Form** and return with cheque to Limerick City Enterprise Board, The Granary, Michael Street, Limerick . This **Booking Form** is also available at www.nwed.ie
- Cancellation Policy: Cancellations will be possible until October 5th 2012.

HOTEL INFORMATION

- NWED will be held at The Heritage Hotel, Portlaoise Town Centre, Co. Laois on 17th and 18th October 2012.
- Accommodation is the responsibility of the individual. Should you want to book a room or for any other information please see www.theheritagehotel.com or contact the hotel on 057 8678588 and email info@theheritagehotel.com
- Room rates: Single Occupancy €70 B&B , Double Occupancy €50 B&B pps.
- The Portlaoise Heritage Hotel is ideally located only 1 hour from Dublin and only 1.5 hours from Cork and just 5 minutes walk from Portlaoise Train Station. Directions are available on the hotel website and train timetables can be sourced at www.irishrail.ie
- Parking is available at the hotel. Parking charges will apply.
- Sat Nav coordinates: GPS: N +53° 2' 5.68" W -7° 18' 11.02"

MENTOR SESSIONS

Free, confidential one to one mentoring sessions with experienced business mentors will be available on both Wednesday and Thursday. Delegates who would like to discuss some aspect of their business, be that getting feedback on a new idea or getting input on a particular aspect of the business can avail of a mentor session. The tone of the mentor clinics is to be informal, friendly and helpful.

Prior registration for a mentor session is essential. The sessions will be managed by appointment, so delegates will have to register for a one-to-one mentor session when they are registering for the event through www.nwed.ie

Mentors will be available in the following areas: Finance; Sales & Marketing; Business Start Up & Sustainability; E-Business; Food Enterprise

EXHIBITION INFORMATION

Support and advice organisations for small business will be exhibiting until 3pm on Thursday 18th, with personnel available to give advice & deal with your queries.

DON'T FORGET TO BRING LOTS OF BUSINESS CARDS OR ANY RELEVANT MARKETING MATERIAL...



"Investing in your future"



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