



Cavan Business Women's Club

A professional business women's network

## We Mean Business

A newsletter for Cavan Business Women's Club Members

Issue No. 54

### 'Gain the Edge in Business' New Date

Wednesday, June 1st 6.15pm - 8.15pm  
HOTEL KILMORE

#### Guest speakers



Shiera O'Brien



Martin Kennedy



Teresa Dobson

Members - FREE  
Non-members €25



### In this issue of 'We Mean Business'

1. News about the next Cavan Business Women's Club Networking & Learning event on May 11<sup>th</sup>
2. Benefits of membership of the CBWC
3. Itinerary for May 11<sup>th</sup>
4. CBWC Meeting Dates for 2022
5. Link to join CBWC for 2022
6. Link for Non-Members to Book for May 11<sup>th</sup> Event
7. CBWC 2022 Survey Results
8. A report & pictures from the launch of Cavan Business Women's Club 2022

### 'Gaining the Edge'

Is the theme of Cavan Business Women's Club  
on June 1st 2022

An evening of networking and getting practical advice and business tips

- Hear Cavan businessman, Martin Kennedy's story, on how trading online has transformed his Ballyconnell business from a local business to a national one.
- Learn how to **'Sell the Result, Not the Product'** from Sales Expert Shiera O'Brien
- And in our CBWC Member Pitch, Teresa Dobson will introduce her business.

### Shiera O'Brien

Will give a Mini-Workshop on  
**"Sell the Result, Not the Product"**



Learn what selling is really about & gain more confidence Selling.

Discover what gets people buying

Learn how to open a quality sales conversation.

Get the 5 Essentials you need to have a quality sales call & take away the key tools that move you closer to the sale.

### Guest Speaker Martin Kennedy - Managing Director - Kennedys Home & Garden & Agridirect



Faced with the challenges of limited local population and footfall, intense competition and sterling fluctuations and having explored several options, the business which had developed a

hardware & agri-store and garden centre decided to develop an online presence.

Martin will share his business journey and what he learned in relation to trading from a premises as well as online

### Cavan Business Women's Club – Member Pitch The first of 2022

The opportunity for a 5-minute Pitch is one of the benefits of being a full member of Cavan Business Women's Club



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### Also speaking on June 1st



**Margaret McKeon-Boyle,**  
Coordinator of Cavan Business  
Women's Club, will act as MC  
for the evening

### Membership of CBWC offers you the Opportunity to:

- Network to do business
- Hear from inspirational speakers & Learn from the Workshops
- Showcase your business at the EXPO
- Have your events / offers promoted on the CBWC social media pages
- Enjoy the Sweet treats and tea and coffee at registration
- Enjoy the Finger Buffet Supper at the end of meeting whilst Networking

### Membership Fees 2022

- Full Year: €100 (First event is Free) - 5 other events in 2022
- Non-Member: €25 per meeting

### Itinerary – Cavan Business Women's Club – June 1st 2022

6.00pm CBWC members arrive for  
networking, coffee &  
sweet treats

6.30pm onwards – Talks and Workshop

- Margaret McKeon-Boyle – M.C.
- Launch of CBWC member video 2
- Margaret McKeon-Boyle - Review of CBWC Member Survey Results
- Teresa Dobson – Cavan Business Women's Club Member Pitch
- Martin Kennedy – AgriDirect / Kennedy's Home & Garden
- Shiera O'Brien - Sell the Result, Not the Product – A 45 min Mini-Workshop
- FREE Raffle

8.15pm Networking over coffee & Finger  
buffet supper

9.00pm ENDS

### ***SIGN UP NOW***

#### MEMBERSHIP Sign-Up for 2022 & BOOKING as Non- Member for May event

- To JOIN Cavan Business Women's Club for the year 2022 @ €100 [CLICK HERE](#)
- At attend the June 1<sup>st</sup> meeting as Non-CBWC Members @ €25 – [CLICK HERE](#)

### CBWC Meeting Dates 2022

1. March 8th – Launch
2. June 1<sup>st</sup> (Wednesday)
3. June 29th (Wednesday)
- Break – July & August
4. September 7th (Wednesday)
5. October 13th National Women's Enterprise Day (Thursday)
6. November 30th (Wednesday)

*CBWC Member Survey Results – next page .....*

In March 2022 we conducted our annual survey, inviting our database of women in business in Cavan to participate. This survey is to help us improve the experience of membership of Cavan Business Women's Club.

We received 63 responses which was a good response rate. Thank you to all who took part, we appreciate it very much.

*The following are the findings*

- **What CBWC Members want to hear about**

1. Scoring 55.79%, "Digital Skills / Podcasting / Tik Tok" scored the highest along with "Setting a business apart from the competition"
2. "Sales / Marketing and how to sell more using platforms / channels available" was a close second at 55.56%
3. "Confidence building" scored 47.62%
4. While "Photography for business & Social Media posts / websites" scored the same as Work Life Balance at 42.86%
5. In the 30+% bracket was 'Brand Development' and 'Personal Development'
6. While 28.57% wanted to hear about Creating a business LinkedIn profile and the same % wanted to know more about Customer Service
7. Not as important to hear about was 'Human Resources / Recruitment Hiring the Right People' scoring 15.87% which was the same percentage as wanted to hear more about retaining staff

- **Who Members want to hear from**

- CBWC Members and Invited high profile Women speakers scored about the same, with CBWC members a little higher at 80.65% vs 79.03%
- In the comment section there was four comments - 2 of them suggested men should be invited to speak - if expert or successful in business and one said a mix

- **When asked what is important in relation to what the CBWC offers – the following are the rankings**

1. Hearing from other business women scored the highest at 82.54%
2. Business Networking came in at 76.19%
3. Joint 3rd at 73.02% - Hearing from experts & from other business women and members of CBWC
4. Personal connections & social interaction scored 69.84%
5. 57.14% felt that Learning from specific themed workshops was useful
6. And 44.44% found profiling of their business on CBWC social media platforms useful
7. 28.57% felt that the refreshments were important
8. And the opportunity to exhibit / showcase a business at the meetings came in at 25.4%

- **Preferred Membership Type**

- 70.97% or 44 said full membership of €100 would suit them
- While 17.74% or 11 said that Associate Membership of pay €25 per meeting suited them best

- **Satisfaction level with CBWC**

- 51.61% were Very Satisfied
- 24.19% were Satisfied
- 9.68% were somewhat satisfied
- 14.52% were neither satisfied or dissatisfied



## Report from Launch Event - March 8th 2022

### *Cavan Business Women Reset their Business Focus for 2022 at launch of Network for 2022*

After a full two years of meeting virtually during the Covid pandemic, there was great excitement as Cavan Business Women's Club (CBWC) held their 2022 launch, an in-person event in the Hotel Kilmore on Tuesday March 8th. As the number of places for the event in the hotel were restricted, there was also the option for guests to join the event virtually via Zoom. Part of Local Enterprise Week 2022, some 40 women in business came together to network, discuss business and hear from the guest speakers.

Cavan business women, and member of the CBWC network, Anna Costello, spoke about how she had to pivot her Newgenskin business after the experience of the pandemic on the beauty products sector, giving practical business tips to the women at the event on how she went about the process of changing her business model.

Also speaking was Breda McCague, who gave a workshop on "Resetting You & Your Business". Breda suggests that the three (3) Must-Haves for Success are: 1. Visualisation & Clarity, 2. Mastering Your Fears, 3. Celebrating your Small Wins.

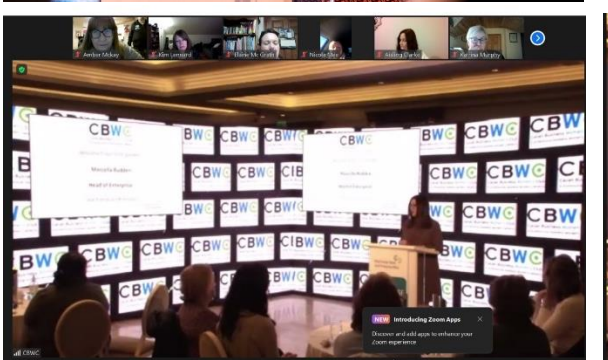
Marcella Rudden, Head of Enterprise, LEO Cavan, thanked the members of the Cavan Business Women's Club for supporting the initiative since she launched it on May 21<sup>st</sup> 2013 and congratulated all involved as the club enters its 9<sup>th</sup> year.

Master of Ceremonies on the evening was Margaret McKeon-Boyle who is also the coordinator of CBWC.

### *Pictures from the Cavan Business Women's Club Launch – March 8<sup>th</sup> 2022*











Thank you to Anna Costello for the fabulous 'Goodie Bags'

Photos of some of our members introducing themselves & their Businesses at our Launch

