

*Next meeting of Cavan Business Women's Club takes place on
Wednesday June 29th from 6pm in the Hotel Kilmore*

Brand Storytelling in 2022 at Cavan Business Women's Club

SPEAKERS



Ken McHugh
Lefthand
Productions



Carmel Smith
Hybrid Energy
Group



Barbara Johnston
Employment Law
Services



Marcella Rudden
Head of
Enterprise,
Local Enterprise
Office Cavan



**Margaret
Mckeon-Boyle**
Coordinator of
Cavan Business
Women's Club

JUNE 29TH
- 6.00PM - 8.15PM



Brand Storytelling in 2022 & How TikTok and Podcasting has changed the way we communicate our message is the theme of the next Cavan Business Women's Club on June 29th 2022

This mini-workshop will be given by Ken McHugh of Lefthand Productions, an expert on brand storytelling and the platforms that help you communicate your message to your target audiences.

With over 20 years' experience, Ken has developed, and presents training workshops on how to create marketing videos, visual storytelling, social media marketing and podcasting for brands across many business sectors.

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind.

No longer is it enough just to have a good logo and imagery, businesses need to share a well told story about a business, creating a unique identity and a memorable message that will engage your target audience and inspire them to buy from your company.

Ken McHugh, Lefthand Productions will give an insight into Brand Storytelling in 2022.

In this issue of 'We Mean Business'

1. Theme & Speakers for Cavan Business Women's Club Networking & Learning event on June 29th
2. Itinerary for event
3. Benefits of membership of the CBWC
4. Meeting Dates for 2022
5. Link to join CBWC for 2022 – June - December
6. Link for Non-Members to Book for June 29th
7. A report & pictures from June 1st Cavan Business Women's Club 2022

BOOK Now for June 29th Event

- CBWC Members are FREE – just text Margaret at 087-2588918 or email cbwc@leo.cavancoco.ie to confirm attendance
- To Join the CBWC from June – December Fee €70: [CLICK HERE](#)
- At attend the June 29th meeting as Non-CBWC Members @ €25: [CLICK HERE](#)



Carmel Smith, Director & Co-Founder at Hybrid Energy Group, an award-winning renewable energy solutions provider based in Stradone, Co. Cavan, will share her business story & give tips from what she has learned in business – as part of the 10-minute CBWC member Pitch

www.hybrideenergygroup.ie



Barbara Johnston, owner of Employment Law Services, will speak about the importance of structured Human Resources for a business, no matter the size, small or large – as part of the 10-minute CBWC Member Pitch
www.employmentlawservices.ie

Also speaking on June 29th



Marcella Rudden, Head of Enterprise, Local Enterprise Office Cavan, will also address the Cavan Business Women's Club Members



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

- June-December: €70 [CLICK HERE](#)
- Non-Member: €25 per meeting [CLICK HERE](#)

Itinerary – Cavan Business Women's Club – June 29th 2022

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

6.30pm onwards – Talks and Workshop

- Margaret McKeon-Boyle – M.C. opens the meeting
- Marcella Rudden, Head of Enterprise, LEO Cavan
- Carmel Smith, Hybrid Energy Group – CBWC Member Pitch
- Barbara Johnston, Employment Law Services – CBWC Member Pitch
- Workshop with Ken McHugh, Lefthand Productions: *Brand Storytelling in 2022 & How TikTok and Podcasting has changed the way we communicate our message*
- FREE Raffle

8.15pm Networking over coffee & Finger buffet supper

9.00pm ENDS

CBWC Meeting Dates 2022

1. March 8th – Launch
2. June 1st (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)

Cavan Business Women Learn how to 'Gain the Edge' in business

'Gain the Edge in Business'

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

Guest speakers



Over 35 women in business from the county attended and heard Sales Expert Shiera O'Brien's tips on selling the result and not the product. Teresa Dobson, TD Accounts, a Cavan Business Women's Club Member, gave a presentation on her business with a clear message that planning is most important for businesses to gain the edge. Margaret McKeon-Boyle, MC for the event and coordinator of CBWC reported on the recent survey conducted of the network's members and new business owner Fiona Shannon of Millside Holistic therapies showcased her business, that she says helps her clients rebalance, restore and rejuvenate.

The evening commenced with networking over tea/coffee and sweet treats and this was followed by the members hearing from the guest speakers & learning from the workshop on sales. The event finished with a FREE raffle of items donated by the CBWC Members – thank you to all who provided a prize. There was more networking over a light supper where members had an opportunity to discuss their business offerings and learn from each other.

Pictures from the Cavan Business Women's Club - June 1st 2022 Event

Photos by Sheila Marie Rooney Photographer <https://www.smrphotography.net/>

CBWC EXPO – Fiona Shannon, Millside Holistic Therapies

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



Cavan Business Women's Club June 1st Event in Pictures





Launch of Video 2 – CBWC Members speak about value of membership

Featuring:

- Anke Morgenroth – Bear Essentials - <https://www.bearessentials.ie/>
- Anna Smith – Farnham Financial Services <https://www.farnhamfinancial.ie/>
- Gail Anderson – Dunari Holistic & Beauty Therapies <https://www.dunariholistic.ie/>
- Olivia Smith – Olivia Smith Business Solutions - <https://www.linkedin.com/in/olivia-smith-fcca-dpa-6559169a/>

TO VIEW VIDEO - [CLICK HERE](#)



















We look forward to seeing you at our next event – June 29th 2022

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at Cavan Business Women's Club

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Marcella Rudden
Head of Enterprise
Local Enterprise Office Cavan

Margaret McKeon-Boyle
Coordinator – CBWC
& Extensive PR Ltd – 087-2588918