

Welcome to the May 2017 edition of 'We Mean Business'

"Fuelling Ambition – Steps to Success Road-show for Female Entrepreneurs" Comes to Cavan on Wednesday 28th June

Alison Cowzer of RTE's Dragon's Den; Mary O'Rourke, Ex Politician; and Dr. Christine Cross, University of Limerick to speak at

'Fuelling Ambition - Steps to Success' Roadshow for female entrepreneurs

Event includes an "Elevator Pitch Competition" for women in business
With prize package worth €4,000

(For details of criteria for the Elevator Pitch [CLICK HERE](#))

Enterprise Ireland and Network Ireland, in conjunction with the Local Enterprise Offices and the Entrepreneurs Academy, launch the 2nd nationwide **Fuelling Ambition Road-show** targeting existing and potential female entrepreneurs.



Pictured at the launch of the "Fuelling Ambition: Steps to Success" North East Road-show are:
L-R Regina Behan, President Network Ireland – Louth Branch; Marcella Rudden, LEO Cavan;
Alison Cowzer, East Coast Bakehouse & Dragon's Den; Anne Caldwell, Enterprise Ireland and
Margaret McKeon-Boyle, Extensive PR Ltd, Coordinator, Cavan Business Women's Club.

The 'Fuelling Ambition - Steps to Success' Roadshow is organised by Enterprise Ireland and Network Ireland, in conjunction with the Local Enterprise Office (LEO) Cavan, Cavan Business Women's Club (CBWC) and the Entrepreneurs Academy. It will take place in Radisson Farnham Estate Hotel, Cavan on Wednesday June 28th 2017 from 6pm. The event is free of charge to existing and potential female entrepreneurs and business women. Booking is essential. [Click Here To Book](#)

Event Objective

The event aims to encourage, support and drive the ambition of female entrepreneurs in the North East and across the country. Alison Cowzer, East Coast Bakehouse, Drogheda & Dragon's Den and Dr Christine Cross, University of Limerick, will share their business journeys and their 'steps to success' at the event while Mary O'Rourke will act of Master of Ceremonies for the evening.

Details of Event & Booking for Road-Show

Date: Wednesday 28th June 2017
Time: 6.00pm – 10.00pm
Venue: Radisson Farnham Estate
Cost: FREE
Booking: To register and book your FREE place [CLICK HERE](#)

Do you want to Exhibit at the CBWC EXPO?

Great opportunity to showcase your product/service to women in business from Louth, Monaghan, Leitrim & Cavan

10 spaces available

Call Margaret on 087-2588918 or email

CBWC@LEO.cavancoco.ie



Mary O'Rourke & Dr. Christine Cross

Enter the "Elevator Pitch Competition" to win A €4,000 package

This year's Fuelling Ambition Road-show will feature an **Elevator Pitch** competition with a prize package worth €4,000. It includes:-

1. 10 sessions with Enterprise Ireland Mentors
2. Attendance at Enterprise Ireland's Excel at Export Selling training programme
3. Annual membership of Network Ireland
4. Leadership training programme with the Entrepreneurs Academy, a national entrepreneur development organisation that has trained and supported 30,000 start-ups and small businesses.

You can enter the Elevator Pitch competition when you book your seat at the Fuelling Ambition Road show. [REGISTER HERE](#)

Important to plan ahead in business
"Introduction to Succession Planning for Family Business"

A workshop from Local Enterprise Office Cavan

On Thursday June 8th from 10am – 4.30pm.

Cost €50

If you are in a family business you should consider attending this Workshop.....

This workshop will provide:-

- an understanding of the importance of planning for major succession events including contingency & long-term.
- Participants should learn how to develop an outline process which will enable succession planning and understand the importance of developing family & non-family in the skills required for the future success of the business.

Must be booked [CLICK HERE to Book online](#)



CBWC April Event - Speakers and EXPO



Emma Boylan - "Out of the Box"

Emma gave a very useful workshop that advised CBWC members to **"think what the customer wants to hear NOT what we want to tell them"** and to think outside the box when Marketing a business. She encouraged members to embrace social media as well as traditional media and to consider using videos and live streaming as part of the marketing mix.



Margaret McKeon-Boyle, Extensive PR Ltd who coordinates the CBWC on behalf of the Local Enterprise Office Cavan.

Catherine Fox, Communications & PR Manager with the Cavan and Monaghan Education & Training Board (CMETB) gave a comprehensive overview of the services offered by the CMETB to the business community and the team had a stand at the CBWC EXPO to provide information / advice to CBWC members.



Speakers Catherine Fox, CMETB and Emma Boylan, Outside the Box with Fiona Heaslip, Cavan Local Enterprise Office



Gaye McGuigan CMETB discussing their offerings with CBWC members

The April 24th Event in pictures





Look forward to seeing you at our next CBWC event

“Fuelling Ambition Roadshow”

on Wednesday June 28th in the Radisson Farnham Estate Hotel from 6.00pm.

A great opportunity to network with women in business from other counties as well as our own CBWC members

This is a FREE event so please feel free to invite other women in business to attend.

Must be booked online

[CLICK HERE to book your FREE place](#)

**Marcella Rudden
& Margaret McKeon-Boyle**

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