



# LOCAL ENTERPRISE WEEK 2022

*Making It Happen*  
07–11 March

## 2022 Events Guide

# #MakingItHappen Local Enterprise Week 2022!

Local Enterprise Week is organised every year by the 31 Local Enterprise Offices across the country. Taking place from Monday 7th to Friday 11th March, each Local Enterprise Office has its own programme of events. Check out the full line up in this brochure.

In addition, business owners from across the country are invited to attend our SPOTLIGHT EVENTS. These events which are organised by individual Local Enterprise Offices and open to every business, no matter wherever you're based. You'll see them marked with a star throughout the brochure.


We invite you to use Local Enterprise Week to make time for you and your business. Be informed and inspired by a great line-up of speakers and topics throughout the week. Discover the supports and programmes available to help your business to thrive. Book your place today at [LocalEnterprise.ie/Week](https://LocalEnterprise.ie/Week)

Spotlight events are free of charge and are highlighted in this brochure with a ★

## Monday 07 March

Time	Details
9.30am to 10.45am ★	<b>Drive Growth By Digitising Your Business</b> Digitalisation can drive efficiency and effectiveness in your business. Discover how to automate processes, improve efficiency and connect your software applications to streamline operations. Learn from companies who have already digitised and seen the benefits. And find out about the Local Enterprise Office Digital Voucher that can help kickstart the digitalisation process in your business. Hosted by Joan Mulvihill Digitalisation Lead at Siemens, this event will be entrepreneur led and feature an interactive panel discussion. <b>Open to all &amp; organised by Local Enterprise Office Dublin City   Price: FREE   Bookings: <a href="#">Click Here</a></b>
2pm to 3.30pm ★	<b>Food: Consumer Trends in 2022. Hear from Ireland's leading food experts</b> What changes in consumer behaviour can the food industry expect this year? How will this affect your food business? What opportunities await? Join us to hear the latest Bord Bia research and a panel of industry experts discuss trends and insights into how the consumer will behave for 2022 and beyond. This dynamic event for the food industry will interest existing and start-up food producers, farmers, and food operators. <b>Open to all &amp; organised by Local Enterprise Office Limerick   Price: FREE   Bookings: <a href="#">Click Here</a></b>
7pm to 8.45pm ★	<b>Retail: Adapting and innovating in an ever-changing trading environment</b> Retailers are, without doubt, some of Ireland's most resilient and innovative entrepreneurs. The trading environment is constantly changing and retailers not only change with them, but lead on innovation. This Spotlight event, designed for retailers, focusses on managing change, developing innovative practices, anticipating customer needs, using multiple channels to reach customers and future trends. Hosted by Retail Consultant Miriam Simon, this inspiring and dynamic session features retailers, Retail Excellence and industry experts. <b>Open to all &amp; organised by Local Enterprise Office Louth   Price: FREE   Bookings: <a href="#">Click Here</a></b>




## Tuesday 08 March

10am to 12pm ★	<b>Internationalising Your Business: Developing Export Opportunities in a Digital Age</b> Businesses across Ireland are facing challenges; how to introduce innovation, drive efficiency and run more effectively. Tackle these challenges head-on through Lean. Focus on what the customer values, identify and eliminate waste and inefficiency. This event will introduce Lean Thinking and provide practical actions steps. It will examine how digitalisation can transform business, utilize data, and improve your product offering. Featuring entrepreneurs who have already adopted Lean thinking and expert speakers. <b>Open to all &amp; organised by Local Enterprise Office South Dublin   Price: Free   Bookings: <a href="#">Click Here</a></b>
2pm to 4pm ★	<b>From Good to Great: Using Lean for a Competitive Edge</b> Businesses across Ireland are facing challenges; how to introduce innovation, drive efficiency and run more effectively. Tackle these challenges head-on through Lean. Focus on what the customer values, identify and eliminate waste and inefficiency. Hosted by award-winning Lean Coach Stuart Nelson of Jigsaw Better Business, this session will feature an interactive workshop to help you get started. You will also meet 4 entrepreneurs who have already adopted Lean thinking and hear Local Enterprise Office and Enterprise Ireland experts about the supports available. Using the lessons from this practical workshop you can improve profits, customer service and employee engagement. Improve your business by attending this event! <b>Open to all &amp; organised by Local Enterprise Office Kildare   Price: FREE   Bookings: <a href="#">Click Here</a></b>
All Day	<b>International Women's Day</b>  <b>International Women's Day</b> International Women's Day 2022 takes place on Tuesday, 8th March with a theme of #BreakTheBias. Local Enterprise Offices across the country will be staging events during the week to mark the occasion. Watch out for local events in your area!



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To find out more and book your place, please visit [LocalEnterprise.ie/Week](https://LocalEnterprise.ie/Week) or search #MakingItHappen



## Wednesday 09 March

Time	Details
9am to 11am 	<b>Going Green: Small Steps, Big Impact</b> Discover how small steps can have a big impact on your business, your customer, your carbon footprint and the environment. Aimed at small business owners across all sectors, Going Green is about taking one step at a time. Learn about the changes you can make in your own business and the supports available to help you achieve it. Featuring keynote speaker Dr Tara Shine [Change by Degrees] and hosted by Jackie Gowran [Business Weaving], this event will feature business owners who are already Going Green. <b>Open to all. Organised by LEO Cork North &amp; West   Price: Free   Booking: <a href="#">Click Here</a></b>
11am to 12:30pm 	<b>Agile Ambition: Funding for Innovation</b> The Agile Innovation Fund gives small companies rapid access to funding to develop new technologies, new products or to respond more quickly to develop new market opportunities. Companies can access up to 50% to support new product, process or service development projects, up to a total spend €300,000. Smaller projects may also qualify for 50% grant aid. This event tells the story of two companies who have successfully received this support and provides valuable insights into the online application process. <b>Open to all &amp; organised by Local Enterprise Office Galway   Price: FREE   Booking: <a href="#">Click Here</a></b>
2pm to 4:30pm 	<b>Intellectual Property: First Steps in Protecting Your Business</b> Learn how to identify intellectual property in your business or processes. Aimed at technology, manufacturing, processing and creative industries, this event will help you understand the first steps you need to take in protecting your IP assets. Discover the supports available to you through the Enterprise Europe Network, your Local Enterprise Office, Enterprise Ireland and other agencies. And don't miss the opportunity for a one-to-one consultation session with one of our IP experts. <b>Open to all &amp; organised by the Enterprise Europe Network &amp; LEO Donegal, Sligo, Leitrim &amp; New Frontiers North West   Bookings: <a href="#">Click Here</a></b>

## Thursday 10 March

9.30am to 12.30pm 	<b>Future Proofing Your Small Business Using Smart Tech Tools</b> Want to work smarter not harder in future? Technology is ever-changing. Business owners are invited to this tech pitstop to learn about emerging technologies that can help futureproof any business. This dynamic, innovative workshop, delivered by Noel Davidson, aims to help small business owners, assess if they are using enough, easily available, smart tech tools to save time and work more efficiently. <b>Open to all &amp; organised by Local Enterprise Office Wicklow   Price: FREE   Bookings: <a href="#">Click Here</a></b> <i>NOTE: This is part 1 of a 2 part series. Session 2 takes place on Thursday 24th March from 09.30-12.30hrs. By registering for the 10th March, you are automatically registered the second session.</i>
2pm to 4pm 	<b>Social Media Mashup: Future Opportunities For Your Business.</b> Now, more than ever, it is important that businesses include social media as part of their business strategy. This lively discussion will include which apps you can use to enhance your social media offering, the importance of blogging and vlogging, digital marketing and future trends such as influencer marketing, long form and snackable content. Hosted by Tereseanne O'Reilly, it includes leading speakers Samantha Kelly the Tweeting Goddess, serial entrepreneur Jordan Casey, creator of Waterford Whispers News Colm Wilkinson and Paul Dower of Waterford in your Pocket. <b>Open to all &amp; organised by Local Enterprise Office Waterford   Price: FREE   Bookings: <a href="#">Click Here</a></b>

## Friday 11 March

2pm to 4pm 	<b>Boost Your Business Online: How to stand out from the crowd</b> Do you want to maximise your online presence and stand out from the crowd? Have you recently launched or upgraded your website with a Trading Online Voucher? Join Local Enterprise Office Clare and BrandAmp for this interactive session full of hints and tips on how to boost your business online. Discover how to proactively manage, improve effectiveness, and increase customer acquisition online. All attendees are entered into a draw to be in with a chance to win a FREE SEO Mini Audit. <b>Open to all &amp; organised by Local Enterprise Office Clare   Price: FREE   Bookings: <a href="#">Click Here</a></b>
2pm to 3.45pm 	<b>Show Me The Money</b> Raising finance for your business can be a real challenge. Where do you start? Who is the right lender for your business? How do you apply? How do you improve your chances of getting a positive decision? Join us for an afternoon online seminar featuring financing experts and organisations that invest in small and start-up businesses, including the Local Enterprise Office, Microfinance Ireland, Enterprise Ireland, SBCI, the Credit Review Office and more. <b>Open to all &amp; organised by Local Enterprise Office Fingal   Price: FREE   Bookings: <a href="#">Click Here</a></b> <b>This will be the closing event of Local Enterprise Week 2022</b>

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To find out more and book your place, please visit [LocalEnterprise.ie/Week](https://LocalEnterprise.ie/Week) or search #MakingItHappen



Local  
Enterprise  
Office



# LOCAL ENTERPRISE WEEK 2022

*Find out what supports and  
programmes are the best fit  
for your business in 2022  
& book your place today*

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