



# National Women's Enterprise Day 2018

in association with Enterprise Europe Network  
from local to global

Hosted by **Local Enterprise Offices** Cork City,  
Cork North and West, South Cork and Kerry

Meetings and Events Centre, Clayton Hotel Silver Springs,  
Tivoli, Cork

Thursday October 18th 2018

Registration at 9:30

#NWED

# CONFERENCE AGENDA

- ⌚ 09:30 **Catch up with Coffee**  
*Registration begins with an opportunity for delegates to network informally over coffee, or why not take this opportunity to meet a colleague before the event begins.*
- ⌚ 10:00 **Welcome Address** by Ann Doherty, Chief Executive, Cork City Council.
- ⌚ 10:10 **Guest Speaker** Rachel Sarah Murphy of Irish Film Academy and Free The Way Cleaning.
- ⌚ 10:40 **Networking** facilitated by Theresa Mulvihill, MC.
- ⌚ 11:10 **BREAK**
- ⌚ 11:30 **Facilitated Panel Discussion** with Theresa Mulvihill, MC. and special guests:
- Joan Walsh, Partnership International
  - Sharon McDermott, Ky Ky Kids
  - Ingrid De Doncker, iDDea
  - Estelle Power, Irish Door Systems Ltd
  - Michelle Keane, Mibeau Interiors
- ⌚ 12:30 **Mastermind Discussion Forum and Networking Opportunity** based on Conference theme "from local to global"
- ⌚ 13:30 **LUNCH**
- ⌚ 14:40 **Supports for Growing a Business Internationally**, presented by Margaret Kelly, Cork Chamber.
- ⌚ 14:55 **Keynote Speaker** Eleanor McEvoy of Budget Energy and Dragons' Den with facilitated Q & A.
- ⌚ 15:55 **Event Close** by Adrienne Rodgers, Head of Enterprise, LEO Cork City, Cork City Council.

Please turn over

# Profile of Speakers



## Eleanor McEvoy, Budget Energy and Dragons' Den

Eleanor McEvoy is the CEO of Budget Energy Ltd, a leading supplier of electricity in the Northern Ireland market, and BEenergy, which has just launched in the Republic of Ireland. Since 1991, Eleanor has successfully built and sold two companies: Pembroke Distributors Ltd, a vending company which was sold in 2001, and Phonocard Warehouse Ltd, which achieved a £50m turnover before being sold in 2006. Budget Energy – 'the same electricity only cheaper' – broke ground in 2011 by becoming the first independent low cost supplier to enter the Northern Ireland electricity market. Eleanor won the UTV Business Personality of the Year in 2013 and in the same year reached the finals of the Ernst and Young Entrepreneur of the Year for the second time. Eleanor sits on the EY Alumni Board and is a Visiting Professor of Entrepreneurship for the University of Ulster



## Rachel Sarah Murphy, The Irish Film Academy and Free The Way Cleaning

Rachel Sarah Murphy is known to many as the character "Jo" from Ireland's leading Soap Opera "Fair City" but what some don't know is that Rachel has also been in business for over 14 years. As she says herself "there's not much I haven't experienced in business". She's opinionated, feisty and an eternal optimist. Rachel is also the founder and CEO of The Irish Academy and Free The Way Cleaning. As a single mum, she is well used to juggling motherhood with business. Rachel is an entrepreneur in every sense of the word. Realistic with a passion for adventure. Taking calculated risks. Sometimes winning, sometimes not.



## Margaret Kelly, Cork Chamber

Margaret Kelly joined Cork Chamber in June 2018 where she primarily delivers on the Enterprise Europe Network (EEN) – a European Commission-funded project. The EEN is international in its focus and aims to support SMEs to find international business partners by providing market information, assisting with EU legislation and providing information on funding.

# Profile of Panel Speakers



## Joan Walsh, Partnership International

### Ambassador for South West Region National Women's Enterprise Day 2018

Partnership International is a work, study and travel organisation for international 18 to 24 year olds. Partnership International is the one stop shop for a group or individuals moving to a new country for work, study or travel. We currently have partners and clients from over 21 countries and operate from Cork, Dublin, Kerry, London and have recently opened an office in Valencia, Spain. Partnership International will be celebrating 10 years in business in the coming months. [www.partnershipinternational.ie](http://www.partnershipinternational.ie)



## Sharon McDermott, Ky Ky Kids

Sharon McDermott is the owner of Ky Ky Kids, an exclusive children's clothing collection and baby gifts. This wholesale business supplies retailers in Ireland and Northern Ireland. Sharon spent many years in Turkey, where this collection of smart casual and occasion wear is manufactured with unique designs and high quality materials. Ky Ky Kids provide quality clothing and baby gifts from her Studio in Glenville, Co. Cork. [www.kykykids.com](http://www.kykykids.com)



## Ingrid De Doncker, iDDea

Ingrid is a serial entrepreneur in the procurement space. Amongst others, she is CEO of iDDea, a full life-cycle strategic sourcing powerhouse, that enables companies to make the right buying decisions for the growth of the business. Ingrid and her team are active in the consulting and training space for both the private and public sector, in various industries, to improve operational and strategic impact. Ingrid lectures in UCC Procurement Management (NQF 8) and she enables best practices in procurement and supply chain. [www.iddea.ie](http://www.iddea.ie)



## Estelle Power, Irish Door Systems Ltd

Estelle Power is CEO/Director of IDS Irish Door Systems Ltd. IDS is a market leader in Ireland for manufacturing superior door systems, combining innovative solutions and creative technologies achieving ground breaking advances in door production for a multitude of industries. Estelle's career began while living in the Netherlands in the nineties when she became one of the very few female auction traders at the renowned Dutch Royal Flora Flower Auctions. Her experience working there evoked a passion for business with a keen interest to broaden the role and representation of women in business. [www.irishdoorsystems.ie](http://www.irishdoorsystems.ie)



## Michelle Keane, Mibeau Interiors

The Mibeau Interiors Brand, keeping true to its core value of high quality, simplicity and timeless elegance, has collaborated with global international Brands like Ralph Lauren Home, Designer Guilds, Sanderson, Harelquin. The wider licensed product collection consists of home, accessories, fabrics, paints, wallpaper all available to order now online. Since the launch Mibeau has secured the RALPH LAUREN HOME as their only online presence in Ireland. [www.mibeauinteriors.com](http://www.mibeauinteriors.com)



## Welcome Address by Ann Doherty, Chief Executive, Cork City Council.



Appointed to the role of Chief Executive of Cork City Council in 2014, Ann Doherty is responsible for strategic direction and delivery of services for one of the largest local authorities in Ireland. An advocate of empowerment and inclusivity, Ann leads a team of over 1,200 people and is responsible for a multi-million euro budget at Cork City Council. An experienced business leader with over 2 decades in senior management roles in Ireland and the UK, Ann has been responsible for the implementation of transformative programmes to deliver change and operational success in large public sector organisations including Health Service Executive (Ireland) and the National Health Service (UK). In 2014, along with 25 other women, Ann was awarded as one of Ireland's Most Powerful Women by the Women's Executive Network. As well as her professional commitments, Ann is also a Director of the Crawford Art Gallery Cork, Director to UCC Student Facilities and Services Board, sits on the boards of the Marymount University Hospital and Hospice, Visit Cork and Cork University Hospital Charity.



## MC, Theresa Mulvihill, Smart Marketing Ltd.

Theresa Mulvihill is the founder and Company Director of Smart Marketing Ltd., a hands-on business strategy consultancy business that specialises in the marketing of micro businesses and SMEs in the Midwest of Ireland. Smart Marketing Ltd. was founded by Theresa Mulvihill in 2002 and provides marketing and business strategy training, mentoring, and consultancy, with back-up soft supports to a wide and diverse range of business across the Midwest.



## Close by Adrienne Rodgers, Head of Enterprise, LEO Cork City.

Adrienne Rodgers currently holds the position of Head of Enterprise in the Local Enterprise Office, Cork City. Adrienne has worked in the Local Enterprise Office (formerly the County and City Enterprise Boards) for over 20 years and has gained a great deal of experience in the development and delivery of supports to the micro enterprise sector. Adrienne oversees the implementation of a wide range of initiatives that help to strengthen and grow businesses based in Cork City. Supports range from grant aid for manufacturing and internationally traded services companies to a suite of soft supports such as mentoring and management development training for small businesses.



For more information or to book, please log onto

<https://www.localenterprise.ie/CorkCity/Training-Events/Online-Bookings/National-Women-s-Enterprise-Day-2018-in-association-with-Enterprise-Europe-Network.html>



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Tivoli, Cork

📅 Thursday October 18<sup>th</sup> 2018

📅 Registration 9:30



Comhairle Cathrach Chorcaí  
Cork City Council



Comhairle Contae Chiarraí  
Kerry County Council



Cork  
County Council  
Comhairle Contae Chorcaí

