

# Breakfast Workshop @ Maldron Hotel 24th September 2014

## MARKETING A FOOD BUSINESS



The Dublin Food Chain has partnered with an excellent line up of speakers for this short breakfast event. Marketing and promoting a food business can be a challenge. All speakers will talk about examples across a diverse food platform, from food producers through to restaurants. Over this 2 hour session you will get some great advice on cost effective marketing tools you can use. This event is being led by South Dublin Local Enterprise Office.

### WORKSHOP CONTENT

**07.30 – 08.00**

**Tea/Coffee and Pastries. Networking opportunity**

**08.00 – 08.05**

**Welcome and opening**

**08.05 – 08.15**

**Marketing a Food Business: James Burke**

**08.15 – 08.40**



**Conor Lynch, Connector**

*How to serve up tasty social media for the food sector*

Conor Lynch is founder of SocialMedia.ie & Connector.ie and has food marketing experience to share for clients including Mercantile Group, Glanbia, SonyFood.ie & Flogastronomy.com. He will present an affordable buffet of brilliant tools and techniques you should enjoy. [www.socialmedia.ie](http://www.socialmedia.ie)

**08.40 – 09.00**



**Speaker Killian Laher, Newstalk**  
*Agency sales*

Killian Laher will present his thoughts on how advertising on radio can help food businesses to succeed and reach a highly desirable demographic. Killian will explain how to get best value for your budget while maximising your audience. Whether you are a large or small food business this information will help inform your marketing plan.

**09.00 – 09.20**



**Jim Walsh, Walsh PR**

*PR helps you punch above your weight in the food sector*

Effective communication is the essence of good PR which can be invaluable in marketing food brands. It can also be crucial when your brand's reputation has to be protected. Jim Walsh, Walsh Public Relations draws on many years working with food brands including Avonmore, Flahavans, Dr Oetker and some leading restaurants. Jim explains how PR can add value and help your brand punch above its weight. He will also provide tips on managing issues that could damage your brand's reputation. [www.walshpr.ie](http://www.walshpr.ie)

**09.20 – 09.40**



**Zita Fox, A Fox in the Kitchen, Food Photographer & Styling**  
*Food Photography Simplified*

Zita will frame this talk around how important good food photography is for your brand image, and how it can entice people to buy your product (here you will see examples of good and bad photos) Also, she will explain the difference between stock and client specific photos with the pros and cons to these.

**09.40 – 09.50**

**Q&A**

**09.50 – 10.15**

**Informal meet and greet with speakers**

To close the event producers will have the opportunity to informally meet and greet the panel of speakers.

### WHO SHOULD ATTEND?

This event is only open to Dublin based food producers, food distributors, retailers and foodservice operators.

### VENUE

This Dublin Food Chain event will be held in The Maldron Hotel, Whitestown Way, Tallaght Dublin 24. [www.maldronhoteltallaght.com](http://www.maldronhoteltallaght.com)

### REGISTRATION

Places are limited at this workshop to 40 and early booking is essential. There is a nominal €10 booking charge. To book, simply click *Book Now*.

### WHAT IS DUBLIN FOOD CHAIN?

The Dublin Food Chain is a marketing and networking forum which represents many of the outstanding food and drink producers, retailers, foodservice operators and distributors that are based throughout Dublin City and County. Dublin Food Chain is an initiative jointly supported by the four Dublin City and County Local Enterprise Offices, The Irish Exporters Association, and Bord Bia.

BOOK NOW

