



National Women's Enterprise Day

WEDNESDAY OCTOBER 14TH 2020

NATIONAL WOMEN'S ENTERPRISE DAY 2020

Theme	Stronger Together
Date	Wednesday, 14 th October 2020
MC	Aine Kerr: A journalist with good interview skills, experience as an entrepreneur, an understanding of the current business climate and who is a strong presenter. CONFIRMED
Format	Defined segments throughout the day.
Venue	Conference Services Studio, 15A & 15B Parkmore industrial Estate, Long Mile Road, Dublin 12.
Objectives	<ul style="list-style-type: none"> • Practical, actionable learning from other female entrepreneurs. • Focus on the 'here's how' principle, talking from real world experience. • Strong networking and peer-to-peer learning opportunities. • Promoting the concept of buying from each other. • Build confidence in personal and business leadership. • Resilience and self-care. • Promote LEO supports
Key Topics	<ul style="list-style-type: none"> • Innovation • Mental Health, Confidence and Leadership
Heads of Enterprise	<ul style="list-style-type: none"> • Orla Martin, Head of Enterprise, Local Enterprise Office Offaly • Elaine Moyles, Acting Head of Enterprise, Local Enterprise Office Mayo • Marcella Rudden, Head of Enterprise, Local Enterprise Office Cavan • Breda Fox, Head of Enterprise, Local Enterprise Office Galway
COVID-19	<p>Adherence to COVID guidelines is crucially important, both for public safety and public confidence.</p> <p>At present, COVID-19 restrictions are incredibly tight and for the most part, we will have panellists and speakers, presenting remotely. Restrictions permitting, there will be a studio set up where the MC, Director and Tech Crew will be located. If restrictions are loosened between now and allow, some of the keynote speakers may be permitted to present from the studio.</p> <p>A COVID compliance brief will be issued to any individual attending in person and time on site will be restricted to an absolute minimum.</p>
Resources Section	<p>Items to include:</p> <ul style="list-style-type: none"> • Failte Ireland Support Videos: https://www.youtube.com/playlist?list=PLQR0kyR2m6lOXCZTlcOXuTAtN0whkRhT6 • Finance Session Notes • Cultivating an Innovation Mindset Notes
Leading Lights	SB/DL to put call out to LEOs for suggestions Leading Lights.
Photos & Bios	KD to request bios and photos from all speakers as they confirm. Received from; <ul style="list-style-type: none"> • Aine Kerr • Noel Davidson • Caroline Lane
MORNING	PROGRAMME
Networking 09.00- 09.45hrs	Getting To Know You! Grab a coffee and get to meet other female business people from across the country in this facilitated networking session. This will take the place in place of the normal coffee break, networking and registration.



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	Can the NWED Co-ordinators help with facilitation?
09.35hrs	10mins before the live event commences, a loop of LEO Female Entrepreneur Case Study videos will roll.
09.44hrs	1 minute opening graphic and music to launch.
Morning Session 09.45-12.00hrs	MANAGING ME, MANAGING OPPORTUNITY! <i>The underlying purpose of this session is to focus on embracing change, self-care and resilience, leadership development.</i>
09.45hrs	<p><i>Introduction:</i></p> <ul style="list-style-type: none"> • Welcome. • Outline the format. • Online check-in using chosen #. • Mention the resource section • Brief interview with Orla Martin • Move straight into morning session.
09.55hrs	<p><i>Guest Speaker Address: this could be Minister Leo Varadker . If Minister accepts, this could be a live address or a pre-recorded piece.</i></p> <p>[SB has submitted invitation – awaiting response]</p>
10.00hrs	<ul style="list-style-type: none"> • <i>The Opportunities in Change:</i> Change might be scary and uncertain. In fact, it often triggers the Imposter Syndrome in many of us. But change also brings opportunities. Find out how to overcome fear, lean into change, use it drive progress and profitability and overcome the imposter within. [Lisa Nolan, Resilience and Leadership Coach, recommended by LEO Monaghan] CONFIRMED
10.20hrs	<ul style="list-style-type: none"> • <i>Managing Myself:</i> Before we can lead others or drive a growing business, we first need to manage ourselves effectively. Our physical and mental health are crucially important to the success of our business and our ability to manage the challenges this year has thrown at us. Discover simple achievable steps to improve your physical and mental health and boost your resilience. [Dr. Doireann O'Leary, GP] ITA MADDEN IN LEO CORK CITY MAKING CONTACT – KD FOLLOWING UP
10.39hrs	<i>Stronger Together Case Study x 1 min</i>
10.40hrs	<ul style="list-style-type: none"> • <i>The Leader Within:</i> We are all leaders within our sphere of influence. Whether you realise it or not, you are leading your business, your customers, your suppliers, your network and your family. Choosing to lead consciously builds confidence, boosts creativity, strengthens resolve and drives resilience. Learn how to build your leadership skills and drive your business forward. [Joanne Hession, LIFT Ireland] CONFIRMED
11.00hrs	<ul style="list-style-type: none"> • <i>Strength in numbers: Building a Brilliant Network:</i> How I built my business network and discovering how you can benefit from the enterprise eco-system. Practical advice and tips on how to build a network to help you grow, face challenges and access the supports available to you. [ORLA TO APPROACH TRACY KEOGH OF GROW REMOTE, INTRO KD]
11.14hrs	<i>Stronger Together Case Study x 1 min</i>
11.15hrs	<ul style="list-style-type: none"> • <i>LEO Supports:</i> a short chat with the MC to highlight relevant supports inc. Management Development Programmes, Mentoring etc. Head of Enterprise, Orla Martin CONFIRMED plus Caroline Lane of Equipeople CONFIRMED to talk about the importance of reaching out for supports, investing time in developing her own management skills and the impact it's had on her business.
11.30hrs	<p><i>Headline Interview: Sonia Deasy in conversation with Aine Kerr</i></p> <ul style="list-style-type: none"> • Sonia Deasy, National Enterprise Award winner, Pestle & Mortar CONFIRMED



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	<ul style="list-style-type: none"> • Tell personal story, focusing on building the business, online sales, social media and innovation story along with engagement with LEO and Enterprise Ireland. Launching a new product during COVID. • Include images of product, QVC, branding etc. as part of the interview • Mention the importance of innovation, to tie nicely into the afternoon session.
11.55hrs	<p>Wrap up Morning Session:</p> <ul style="list-style-type: none"> • Explain the 3 lunchtime learning sessions available and how to attend. • Encourage audience to use event hashtag. • Explore the resource section • Preview the afternoon session and remind audience to log back in just before 2pm for an on-time start.
	<p>Closing graphic for morning segment (30 secs) Transition to Lunchtime Learning Sessions x 45 mins.</p>
LUNCHTIME	PROGRAMME
Lunchtime Learning 12.00-13.15hrs	<p>Lunchtime Learning: Connecting Remotely:</p> <ul style="list-style-type: none"> • How we connect remotely with customers (connecting virtually, pitching for business, building relationships). • Developing skills to manage a team, clients, suppliers and projects when you're no longer in the same space. [Siobhan Kinsella, President Chambers Ireland and CEO Noel Group] CONFIRMED <p style="text-align: right;"><i>Also available on catch up later</i></p>
Lunchtime Learning 12.00-13.15hrs	<p>Lunchtime Learning: Exploring Overseas Markets</p> <p>Sheelagh Daly CONFIRMED hosts a discussion with specialists from Enterprise Ireland International Offices about opportunities to expand into international markets:</p> <ul style="list-style-type: none"> • Anne Lanigan (Region Director, Eurozone, Enterprise Ireland CONFIRMED) • Marina Donohoe (Country Director, UK, Enterprise Ireland CONFIRMED), • LEO representative Marcella Rudden, LEO Cavan CONFIRMED (Going North initiative, TAME Grant) <p style="text-align: right;"><i>Also available on catch up later</i></p>
Lunchtime Learning 12.30-13.15hrs	<p>Lunchtime Learning: Money! Money! Money! Ensuring your business is adequately Financed for the Future</p> <ul style="list-style-type: none"> • LEO Moderator: Elaine Moyles, LEO Mayo SB TO APPROACH, KD TO FOLLOW UP WITH LOGISTICS • Larissa Feeney, AccountantOnline, Donegal (EI Client, 4 staff to 40, Debt Warehousing) CONFIRMED • Alison Ritchie, Polar Ice CONFIRMED • Deirdre Parkinson of MicroFinance Ireland CONFIRMED • Focus on the 10 Questions That Every Business Owner Should Ask Themselves or should be able to answer to ensure business is adequately finance. Need to develop a handout that can be available to download from the resources section. <p style="text-align: right;"><i>Also available on catch up later</i></p>
AFTERNOON	PROGRAMME
13.55hrs	1 minute opening graphic and music to open the afternoon session
Afternoon Session 14.00-16.00hrs	<p>SMALL CHANGES, BIG IMPACTS!</p> <p><i>This is the segment where we really focus on the practical aspects of Innovation, we just don't title the segment as an "innovation" session. We demonstrate innovation through action.</i></p>



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TBC	<p><i>Guest Speaker Address: Commissioner Mairead McGuinness. If Commissioner accepts, this could be a live address or a pre-recorded piece.</i></p> <p style="text-align: right;">[SB has submitted invitation – awaiting response]</p>
14.00hrs	<ul style="list-style-type: none"> • <i>It's a million little things:</i> Innovation is often thought of as life-changing inventions but in fact true innovation comes from scrutinising how we do things and asking “is there a better way?” The simplest of changes can have the most amazing impacts – new customers, markets, products or revenue streams. Special attention on how the Green Economy opens up new opportunities for innovation. • What about asking Aine Kerr to do this piece? She could open the afternoon session talking about innovation and her own experience. [KD to discuss with Aine]
14.10hrs	<i>Stronger Together Case Study x 1 min (pick the one with the strongest innovation story)</i>
14.11hrs	<ul style="list-style-type: none"> • Innovation Supports: Interview with LEO representative Breda Fox CONFIRMED on the types of innovation supports available (both LEO and non-LEO supports) with a female entrepreneur [SB to check out Therese O’Leary of Blinks and Brows] • <i>NOTE: mention the InterTrade Ireland Fusion Programme in the supports available.</i>
14.20hrs ADJUST TO 3 SPEAKERS	<ul style="list-style-type: none"> • <i>I Did It!</i> Meet 4-5 female entrepreneurs from across Ireland who’ve applied innovative thinking to drive real change in their business. • FORMAT: to be agreed when we know who we have available. AK TO ASK LEOS FOR VIDEO CASE STUDIES FROM FEMALE ENTREPRENEURS – THESE COULD BE USED IN THIS SEGMENT OR EDITED. SB/DL TO SELECT AND APPROACH, CONSCIOUS OF AGE, SECTOR, REGIONAL SPREAD. <ol style="list-style-type: none"> 1. Pamela Laird, Moxi Loves (LEO Dublin City) Might be ideal for Business Failure and Potholes (I got it wrong first time around but here’s how I learned grew and developed) 2. Aine Gleeson, Wowee (LEO Clare) Touch on the Green Economy and the opportunities it provides to innovate 3. Mailo Power, Monkey Cups (Waterford) (using the Trading Online Voucher to drive innovation) 4. Grainne Mullins, Gra Chocolates (LEO Galway???) Euro Toque young chef of the year. Accidental entrepreneur. Courage, Bravery. Started her business in July 2020, during COVID. 5. Aisling Flanagan, Velvet Cloud (LEO Mayo) 6. Susan O’Neill, Blinks and Brows (LEO South Cork) 7. Vanessa Tierney, Abodoo (Remote Working) (LEO Wexford) 8. Helen Gee, G’s Gourmet Jams (Laois) 9. Orla Barry, Barry Express (Longford) 10. Rhona Togher, Restored Hearing (LEO Sligo/EI) 11. Wendy Oke, TeachKloud (LEO South Cork) 12. Sharon Cunningham, Shorla Pharma (LEO Tipperary) 13. Services? 14. Food? 15. Craft / Design space? 16. Entrepreneur who’s been through the InterTrade Ireland Fusion Programme
14.35hrs 10 mins 25 mins 10 mins	<ul style="list-style-type: none"> • <i>Cultivating an Innovation Mindset:</i> practical innovation tools and techniques to apply in your business. Noel Davidson, Entrepreneurs Academy CONFIRMED • <i>My Turn Now!</i> A series of breakout sessions exploring the ways that we can apply innovation in our business to help drive change, efficiency, growth and profitability.



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	<ul style="list-style-type: none"> • <i>Cultivating an Innovation Mindset</i>: key learning from breakout sessions.
15.20hrs	<p><i>Overcoming Barriers:</i></p> <ul style="list-style-type: none"> • Sarah Colgan, if available • Details TBC
15.30hrs	<p><i>Headline Interview: Derval O'Rourke in conversation with Aine Kerr</i></p> <ul style="list-style-type: none"> • Derval O'Rourke, Peak Performance and Pivot – an interview with Aine Kerr about the strength, discipline and resilience to perform at your peak in one sector and then pivot completely into a whole new career. CONFIRMED [DL TO INTRO TO KD FOR LOGISTICS]
15.55hrs	<p><i>Wrap Up:</i></p> <ul style="list-style-type: none"> • Highlight the NWED Market Place and Networking Sessions just about to start (and give instructions on how to take part) • Prize Giveaway • Mention LEO Supports for business
	Closing graphic for afternoon segment (30 secs)
Market Place 16.15-17.15hrs	<p>NWED Market Place: A facilitated forum allowing business owners to promote their products and services, recommend each other and help answer questions.</p> <p>KD working on the logistics of how this will work</p>
Networking 16.15-17.15hrs	<p>Getting To Know You! Grab a coffee and get to meet other female business people from across the country in this facilitated networking session.</p> <p>Can the NWED Co-ordinators help with facilitation?</p>

[END]