

## FINGAL STARTUP DAY

Wednesday 8<sup>th</sup> October 2014 · 09:30-16:30hrs  
The Redwood Suite · Crowne Plaza Hotel Northwood

Created for start-ups and small businesses, *Fingal Enterprise Day* in Association with Vodafone gives you the chance to learn from the experts on how to make your new business into a successful venture. As well as the key topics below, there will be the opportunity to network with other like-minded businesses, and hear some inspirational stories and insights from leading business entrepreneurs. State agencies will be present in the afternoon to network with, and you can also avail of business mentoring during the day from our panel of mentors.

Time	What's Happening?
09:00hrs	Registration
09:30hrs	Opening introductions and expectation for the day
09:40hrs	What makes a great business idea? How do I come up with an idea or make my current idea even better?
10:40hrs	How do I prove customers exist for my start-up; how do I research my market – what online tools are out there to help me and how do I use them?
11:10hrs	Coffee break
11:30hrs	Creative marketing ideas for getting my message to my customers
12:00hrs	Bringing my start-up online – how to and examples of creative ways other start-ups are doing it
12:00hrs	Exhibitor stands open
12:30hrs	The importance of networking to the start-up business and networking with other start-ups.
13:00hrs	Lunch – visit exhibitor stands
14:00hrs	<i>Vodafone Smart Business Network - Small Group Mentoring &amp; Learning Tables.</i> Visit each of three “tables” from a choice of topics to learn how to bring your business online and work more smartly in your start-up business. Topics will include: <ul style="list-style-type: none"> <li>• Social media – anything that start-up businesses need to know about social media</li> <li>• Mobile marketing - Making your business mobile device friendly (both for customers and the entrepreneur)</li> <li>• e-Commerce – dealing with taking/making payments online for your business;</li> <li>• Business Productivity – working smarter in business using online technology</li> </ul>
15:10hrs	Coffee break – exhibitor stands close after this break.
15:25hrs	My start-up: How I started, The Challenges, The Successes, The Learning: <ul style="list-style-type: none"> <li>• Joanne Hession - Author of “Don’t Get A Job, Build A Business” and MD of QED Training</li> <li>• Keynote: Sonya Lennon, founder of <a href="http://www.Frockadvisor.com">www.Frockadvisor.com</a> and the LennonCourtney label</li> </ul>
16:30hrs	Fingal StartUp Day Conference closes: <ul style="list-style-type: none"> <li>• 1-to-1 Business Advice Clinics continue with Local Enterprise Office Business Advisors.</li> </ul>

*This event is proudly hosted by:*



Check out more great events as part of Fingal Enterprise Week by visiting:  
[www.FingalEnterpriseWeek.ie](http://www.FingalEnterpriseWeek.ie)



#FEW14 - Join the conversation

## Speaker Bios

### Joanne Hession

Joanne Hession is a portfolio entrepreneur and recognised leader in training and business development in Ireland. Through her business QED Training ([www.QEDtraining.ie](http://www.QEDtraining.ie)) Joanne has trained thousands of entrepreneurs towards success and works internationally with her Accreditation Advisory firm QED ([www.QEDaccreditationadvisors.com](http://www.QEDaccreditationadvisors.com)). Joanne is passionate about business development and providing new enterprises with world leading training on how to do business better, smarter and more successfully.

A frequent keynote speaker at international conferences, Joanne is co-author of #1 best selling book “Don’t Get A Job, Build A Business”. She is listed as one of the top 100 All-Island Business Women by Irish Entrepreneur and You Business and as one of the top entrepreneurs in Ireland by Prudence magazine. At the Business and Finance Awards she was highlighted as one of the future young entrepreneurs in Ireland, and was a finalist in the IMAGE Businesswomen of the Year Awards in 2008 (Entrepreneur of the Year Category). Joanne is a government advisor on Entrepreneurialism and a recognised media commentator.

### Sonya Lennon

Synonymous with fashion in Ireland, Sonya Lennon has over two decades as a prominent fashion stylist and presented seven seasons of RTE’s hit prime time show ‘Off the Rails’. In 2010, Sonya conceived The Dais Project to give an international platform to Irish Fashion designers through the medium of Fashion Film.

That same year, Sonya launched the first Irish office of worldwide not-for-profit initiative Dress for Success. She was awarded the prestigious Arthur Guinness Fund Award for her initiative and also won ‘International Rookie of the Year’ by the Dress for Success Worldwide.

Last year Sonya launched her first womenswear collection *Lennon Courtney* with Off The Rails co-presenter, Brendan Courtney. Following on from this, the duo came together again in force as co-founders of ‘frockadvisor’, a social commerce and customer service platform to support the independent retail sector by connecting and communicating with existing and new offline and online fashion fans. Frockadvisor is a multi-award winning platform, that represents a new breed of digital engagement in the fashion space.

### Meet Our Exhibitors – 12.00-15.30hrs

Visit our exhibition area between 12.00noon and 3.30pm. Our exhibitors can assist you with questions or queries that you might have as you start your new business:

- Local Enterprise Office including BEaT, Base, Linc and Drinan Enterprise Centres
- Skillnets
- INTREO
- NERA
- MicroFinance Ireland
- SME Division, Dept. of Finance
- Vodafone
- Regus
- Bank of Ireland

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