

GET NOTICED:
Branding, Communications and PR for SMEs
Friday 10th October 2014 · 9:00a.m. – 1:00p.m.
Radisson Blu Hotel Dublin Airport

Schedule:

08.30hrs	Registration opens
09.00hrs	Oisín Geoghegan, Head of LEO Fingal to welcome guests
09.10hrs	MC Terry Prone to open the seminar
09.20hrs	Lorraine Carter of Persona Branding & Design: <i>"Your Brands' Personality: Is it Compelling Enough to Grow Your Business? Top Tips to Get You Noticed and Increase Your Customers"</i>
10.00hrs	Terry Prone: <i>"Effective Communications: How to Find a Voice for Your Business"</i>
10.45hrs	Coffee Break
11.00hrs	Al Dunne and Breda Brown of Unique Media: <i>"Generating PR and Media Opportunities for your Business".</i>
11.45hrs	Padraig McKeon, McKeon Communications: <i>"Building Business Relationships"</i>
12.30hrs	Q&A session
13.00hrs	Event concludes

Parking:

Overflow car parking is available for guests attending this event. If the car park is full on arrival you will be guided to the adjacent overflow car park. Discounted car parking charges for delegates applies in both car parks.

About This Event:

Getting your business noticed in a busy market place can be a real challenge for small business. This interactive morning of presentations, discussions and Q&A will show you how.

Speakers:

- Terry Prone, The Communications Clinic (MC & Speaker)
- Al Dunne and Breda Brown, Unique Media
- Lorraine Carter, Personal Branding & Design
- Padraig McKeon, McKeon Communications

This event is proudly hosted by:



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SPEAKER BIOS

TERRY PRONE, CHAIRMAN, THE COMMUNICATIONS CLINIC LTD.:

Terry Prone is a leading advisor on reputation management and crisis handling to corporations, Governments and individuals. A regular on TV, radio and the stage from her teens, she was one of the founders of Carr Communications. When she became Managing Director of that company, she expanded its reach so that it provided training and consultancy in seventeen overseas companies.

Five years ago, having sold Carr Communications, Terry, along with Tom Savage (Director of The Communications Clinic and former Chairman of RTE) Anton Savage (MD of The Communications Clinic) and Eoghan McDermott (Head of Training, Communications Clinic) set up a new PR and training consultancy, advising clients as diverse as Government Ministers, pharma companies, agri-businesses and financial institutions.

Terry has written eight critically-acclaimed novels, a collection of short stories and practical guidebooks. She is an authoritative commentator on communications issues, appearing in the last year, on NBC, CNN, PBS, BBC and ITV.

LORRAINE CARTER, FOUNDER & PRINCIPAL, PERSONA BRANDING & DESIGN:

Lorraine Carter is founder and principal of Persona Branding and Design, an award winning, multi-disciplinary branding and design company helping their clients become No. 1 in their target market.

A branding expert and designer with over 20 years of extensive experience, she's worked with brands from multitude of sectors for both the national and international markets, many of which are household names. Winner of Best Blog Ireland of an SME, Lorraine is also a former winner of Business Woman of the Year, Dublin and listed as one of the top 1,000 Women of Influence in Ireland in the Irish Tatler Business Annual.

BREDA BROWN, CO-FOUNDER AND PR DIRECTOR OF UNIQUE MEDIA:

Breda is responsible for the day to day running of the PR, Event Management and Digital division of the company.

Prior to setting up Unique Media, Breda held a number of senior journalism positions including Head of News with Dublin's Q102 and Chief News Reporter with 98FM. She has also written for a host of publications including the Sunday Independent, Ireland on Sunday, Business Plus, Business & Finance, Woman's Way, Marketing and Irish Marketing Journal. Breda is a regular contributor to news and business radio programmes including Down to Business with Bobby Kerr on Newstalk and Morning Edition on RTE television.

AL DUNNE, CO-FOUNDER AND MANAGING DIRECTOR OF UNIQUE MEDIA:

Al manages all video, audio, advertising and media training for Unique Media. He has been working in the domestic and international media sector for over 30 years. A veteran broadcaster since the original pirate radio station days, he finished his pirate career with the most listened to breakfast programme in Dublin on Q102. Since then he has worked at all levels in the industry and previous roles include Consultant Programme Director/Shareholder of 4FM, Director/Programmer with Dublin's Q102 and Atlantic 252. Al is still in regular demand as a stand-in news and talk show presenter for a number of radio stations.

PADRAIG MCKEON, FOUNDER, MCKEON COMMUNICATIONS:

Padraig McKeon has worked as an advisor to both private and public sector clients since graduating in Communications Studies in 1986. He is currently acting Director of Alumni Relations at DCU where he previously served on its Governing Authority. He was Managing Director of PR firm Drury Communications from 2003 to 2010. He is currently a non-executive director of HR advisory company Adare HRM, of radio station Ocean FM and of the Irish Nutrition and Dietetic Institute.

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