



Oifig Fiontair Áitiúil  
Local Enterprise Office

# Getting the Edge

## Regional Women in Business Network

# 2016

Bunratty Castle Hotel,  
Co. Clare  
21<sup>st</sup> April 2016

Local Enterprise Office Limerick, Clare, Kerry, Tipperary and  
Cork North and West Invite you to the  
**Getting the Edge Regional Women in Business Networking Event**



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020

Co-funded by the Irish Government  
and the European Union



**European Union**  
European Regional  
Development Fund



Údarás Áitiúla Éireann  
Local Authorities Ireland

# EVENT PROGRAMME

Start 9.30am Sharp

- 🕒 9.30am to 10.00am **Registration**  
Meet and greet over tea & coffee
- 🕒 10.00am to 10.15am **Welcome** by Head of Enterprise Mr. Padraic McElwee  
"Financing a Business" Local Enterprise Office presentations on supports for women in business
- 🕒 10.15am to 11.15am **"Developing a PR Strategy to Create Awareness"**  
by Terry Prone  
Terry is a leading advisor on reputation management and crisis handling to corporations, Governments and individuals. Terry will speak about the art of successful communication and deliver an insight into the business of PR
- 🕒 11.15am to 11.45am **"Perfect Pitching"** with Catherine Moonan, Communication Matters  
Catherine is the author of 'The Pitch Coach', published in 2016. She has set up "Communication Matters" to provide training and coaching in Communication and Presentation Skills. She is also the Pitch Coach on RTÉ's "Dragons' Den" and Associate Trainer with "SureSkills" and the Irish Management Institute.
- 🕒 11.45am to 12.15pm **Breakout Session & Workshop** facilitated by Catherine Moonan
- 🕒 12.15pm to 12.30pm **"Who is who in the room?"**  
Elevator pitch and networking facilitated by Catherine Moonan
- 🕒 12.30pm to 1.00pm **Lunch & Networking**  
Mix and mingle over The Bunratty Castle Hotel lunch
- 🕒 1.00pm to 1.30pm **"Meet the room!"**  
Open opportunity to network
- 🕒 1.30pm to 2.15pm **"How to Sell"** by Julie Currid, Co-Founder of Initiafy  
Julie is a co-founder and chief operating officer of Initiafy, a developer of an online induction management application for companies that routinely hire large volumes of short-term or contract workers.
- 🕒 2.15pm to 3.00pm **Panel Discussion** with Clients of Local Enterprise Offices
- 🕒 3.00pm to 3.15pm **Survey & Discussion**  
"What Women Want" Feedback Session for Delegates to provide feedback on the supports that women want

Please turn over

# EVENT PROGRAMME

cont.

🕒 3.15pm to 3.45pm

## Coffee Break

Opportunity to Open networking.

🕒 3.45pm to 4.45pm

## "The Story of Cool Beans" Key note speaker Isolde Johnson

Isolde is Prof. of Beanelogy and Co-Founder of the The Cool Bean Company, an exciting, agile and innovative new Food Start Up. In the past few months they have been awarded Silver at the Blas na hEireann Awards and Best Ready Meal at the Quality Food Awards.

🕒 4.45pm to 5.00pm

## Open Networking Over to You

Fair well and business card sharing. Opportunity to meet with other delegates and network as you wish.

Close 5.00pm

# SPEAKER DETAILS



## KEY NOTE SPEAKER

### Isolde Johnson

Isolde is Prof. of Beanelogy and Co-Founder of the The Cool Bean Company, an exciting, agile and innovative new Food Start Up. Cool Beans - their signature product - is stocked nationwide in Ireland and the UK. In 2015 Cool Beans appeared on the Late Late Show and was selected to feature on the Supervalu Food Academy National TV advertising campaign. In the past few months they have been awarded Silver at the Blas na hEireann Awards and Best Ready Meal at the Quality Food Awards.

Having studied Business & Politics in Trinity College Dublin Isolde started her food career when she joined Jacob Fruitfield in 2010. After this she became Business Development Manager at The Company of Food - a specialist food investment vehicle for the Irish food sector. Isolde completed the Food Academy Programme and Female Propeller Programme with DCU Ryan Academy in 2014. Isolde just recently won Ireland's Best Young Entrepreneur for Dublin. She was runner up for Best Start Up at the Image Business Woman of the Year Awards and the Women Mean Business Best Newcomer Award in 2015. She is a member of the International Wine and Food Society and the Dublin One/Thousand network, an international network of young entrepreneurs and innovators.



## NETWORKING FACILITATION

### Catherine Moonan

Catherine Moonan is the author of 'The Pitch Coach', published by Liberties Press in January 2016. Catherine set up Communication Matters in 2002 to provide training and coaching in Communication and Presentation Skills. Since then, Catherine has trained individuals and corporate groups within a wide range of business sectors. Catherine is an Associate Trainer with SureSkills and the Irish Management Institute (IMI). Catherine is the Pitch Coach on RTÉ's 'Dragons' Den', having successfully coached over 500 contestants on all the series to date and helped them to secure over €4 million investment.

Catherine coaches entrepreneurs and graduates on many of Ireland's established start-up programmes INCLUDING UCD's Innovation Academy, DCU's Ryan Academy, Bank of Ireland Accelerator, synbio xlr8r, Start Planet Northern Ireland, DIT's Hothouse Programme and nine New Frontiers Programmes in the Institutes of Technology around Ireland. Catherine was the Pitch Coach for the Finalists of Ireland's Best Young Entrepreneur (IBYE) 2014 and 2015. Catherine is a broadcaster and journalist, with a Masters in Journalism from Dublin City University. She currently co-hosts 'Good Morning Dublin' on Dublin City FM.



## COMMUNICATIONS EXPERT SPEAKER

### Terry Prone

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.

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, which advises clients Government Ministers, pharma companies, agri-businesses and financial institutions.

Terry, who has written eight critically-acclaimed novels, an award-winning collection of short stories and more than a dozen practical guidebooks (including This Business of Writing, which is on the third level agenda for accountancy students) is an authoritative commentator on communications issues, appearing, in the last year, on NBC, CNN, PBS, BBC and ITV.



## BUSINESS SPEAKER

### Julie Currid

Julie Currid is co-founder and chief operating officer of Initiafy, a developer of an online induction management application for companies that routinely hire large volumes of short-term or contract workers.

Having studied Management and Marketing in DIT, Julie began her career in marketing. By 2010, she sought a more challenging, entrepreneurial opportunity and began working in a Dublin based e-learning start-up. During this time, Julie set up the company's London office and gained an insight into the HR and training needs of large multinationals. In 2012 she co-founded Initiafy. Their client base includes Domino's, Pfizer, Adobe, Sodexo, Lidl and five of the top 20 construction companies in the world. The company also works with all the major energy companies in Ireland as well as British Gas in the UK. Today, Initiafy employs 25 people across three offices in Dublin, New York and Toronto.

# PANEL SPEAKER DETAILS



## PANEL SPEAKER

### Maura Hunter, MH Designs LTD

Maura Hunter founded the nationally renowned MH Designs Ltd. over 25 years ago. A mother to 4 daughters at the time, she was frustrated with the limited access to what was a lack of good design at the time. After years of exams, hard work and dedication, Maura finally saw her ideas unfold into reality. Expanding through networking and training from the Local Enterprise Office, MH Designs is now an established business and has been featured on RTE 1's At Your Service with the distinguished John and Francis Brennan on numerous occasions.



## PANEL SPEAKER

### Karen Pleass, Swinky Doo

Karen worked in Ireland for few years but was made redundant and then she did a Start Your Own Business programme through the Local Enterprise Office and set up Swinky Doo. Inspired by her Mum, Karen first fell in love with sewing when she was a little girl, and this lifetime love affair with stitching ultimately led her to set up her own business Swinky Doo when she moved from Wales to Southwest of Ireland years ago. Now Karen is a member of Etsy Ireland team as Swinky Doo on-line shop has moved to Etsy.com.



## PANEL SPEAKER

### Maura Kearney, Kearney's Homebaking

With a shared passion for home baking Maura together with her sister embarked on a comprehensive three year Diploma in Bakery Production and Management in Dublin Institute of Technology. Equipped with family expertise, determination and a love for good food, Maura and her sister Siobhan set up their own business at the tender ages of 20 and 22. The bakehouse bravely opened the doors for business in June 1992. Twenty years on, Kearney's Homebaking employ 20 staff and their business continues to go from strength to strength.

# PANEL SPEAKER DETAILS



## PANEL SPEAKER

### Marion Murphy Cooney, Irish Fashion Designer

Marion Murphy Cooney has been working as a fashion designer since 2005 building up a following both locally and nationally for her eponymous label – that heretofore has been provided as a couture service, strictly on a made to measure basis. Her 'red carpet' dresses are frequently worn by Miriam O'Callaghan, Lorraine Keane, Maura Derrane, Karen Koster, Celia Holman-Lee and Lisa Fitzpatrick. Having started in her kitchen in Limerick she now operates from her Design Atelier in Nenagh, Co. Tipperary where she offers her couture service alongside her new ready to wear MMC collections.



## PANEL SPEAKER

### Maeve Sheridan, Western Herd Brewing Company

Maeve Sheridan is co-founder of Western Herd Brewing Company, a microbrewery based in Kilmaley, Co. Clare which she started with her brother 2 years ago. Having worked in financial services both in Dublin and Luxembourg for 10 years, she wanted to move back home to be closer to her family in Ennis after the birth of her daughter. A few beers at home over Christmas provided the inspiration for Western Herd and after nearly 2 years of planning (and a second child), they finally started brewing in November 2015 to coincide with the opening of their first pub in Ennis. Western Herd launched with 4 beers brewed using fresh Clare spring water from a well under the converted hay shed that houses the brewery on the farm that has been in her family for 8 generations. As part of a startup, Maeve does everything from tending bar to deliveries but after retraining in marketing mainly takes care of marketing and finance while Michael concentrates on brewery operations and business development.

Cost of this event per delegate is €30.00. Places are limited.  
For more information or to book please log onto

<https://www.localenterprise.ie/Clare/Training-Events/>



## Regional Women in Business Network

 Bunratty Castle Hotel, Co. Clare

 Thursday April 21st

 Registration 9.30am