

MASTERCLASS SERIES 2018 (Part 1)

For owner/managers of Businesses in
Kildare
(Part 2 Sep-Dec)



MARKETING



DIGITAL MARKETING



FINANCE



SALES



LEADERSHIP



GROWTH STRATEGY

27th February

MARKETING

GAVIN DUFFY:
Smart Marketing

Defining a marketing strategy with tips on what to do and what not to do when marketing and advertising your business to ensure ROI.
[TIME: 9:30 – 4:30pm]

8th March

DIGITAL MARKETING

JOANNE SWEENEY BURKE:
Developing A Digital Strategy

Digital marketing is a vast and ever-changing discipline. Joanne Sweeney-Burke knows that digital presents an opportunity for all businesses, big or small, **to access a global market, compete online and scale.**
[TIME: 9:30 – 4pm]

28th March

ACCESS TO FINANCE

LAR BURKE:
Accessing Finance

Identify the best source(s) of finance for your business and gain the knowledge required to **secure it.**

18th April

SALES

DERMOT McCONKEY:
Sales Strategy Planning

Refocus your sales processes on pro-activity and **strategy planning.** Develop a plan that provides your team with the strategy and tactics to lead them to success.

23rd May

LEADERSHIP

ORLA CARMODY:
Perform as a Leader: Skills and Strategies for Growth

A well known and respected communications expert in Ireland and overseas, Orlaith works with leaders in the world's top companies delivering executive training programmes, and preparing leadership teams in strategies for growth and leading change.

20th June

STRATEGY

BOBBY KERR:
Strategies for achieving and sustaining growth

Evaluate the performance of the core business, identify adjacent opportunities to the core business or within new customer sub-segments, and define a customer-centred strategy.

VENUE: Osprey Hotel, Naas
TIME: 8am – 1pm
FEE: €50

BOOK NOW

MASTER'S BIOS



MARKETING

No matter what business you are in, getting your marketing strategy right can make the difference between success and failure. That is why it is vitally important to think smart when you think of marketing.

One person who knows about smart marketing is **Gavin Duffy**. As a professional Communications Trainer, Gavin has been training senior executives and company CEO's who have to face the media for over 25 years.



DIGITAL MARKETING

Joanne Sweeney-Burke believes that digital presents an opportunity for all businesses, big or small, to access a global market, compete online and scale.

As an Apprentice finalist, Joanne is also a former broadcast journalist, PR lecturer and CEO in various roles. Embracing the digital age is something that Joanne has done with vigour and passion. She also brings extensive business management experience to bear on all consultancy projects. Put simply when you work with Joanne and her team you benefit from a remarkable blend of media, marketing, communications and business skills.



FINANCE

Lar Burke is Director of CompanyMoney.ie and Burke & Associates, and is an acknowledged expert in SME Finance. He is a trainer and mentor on the ManagementWorks Finance4Growth programme.

Lar will provide information on the types of finance available to small business such as MFI (Microfinance Ireland) banks and credit unions, to other types of financing such as leasing, invoice discounting, private investment, grants, business angels, crowd funding etc.



SALES

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and sales training consultancy.

Dermot's Masterclass will bring a detailed focus to sales strategy planning. Success in sales management starts with planning. As a leader, you want to develop a plan that provides your team with the strategy and tactics to lead them to success.



LEADERSHIP

Orlaith Carmody is a former national newspaper and television journalist and the co-founder of a successful training and development business, Mediatraining.ie

A well known and respected communications expert in Ireland and overseas, Orlaith works with leaders in the world's top companies delivering executive training programmes, and preparing leadership teams in strategies for growth and leading change.



GROWTH STRATEGY

As chairman of Insomnia Coffee Company **Bobby Kerr** has led Insomnia to become Ireland's largest coffee house chain over a 16 year period.

In addition to his role with Insomnia Coffee, Bobby has a variety of business interests in food and hospitality, technology, hardware and exhibition.

Bobby also presents the hugely successful 'Down to Business' Breakfast show on Newstalk FM.