

WOMEN IN BUSINESS PROGRAMME

Workshop Title: How to think creatively
Date: 1st May 2014
Facilitator: Tracy Aspel
Time 9.30 – 1.00 pm

Participants will learn how to stretch their thinking to achieve optimum business results.

The objectives for this workshop include:

- Recognise how our brain is structured and the impact this has on the way we think.
- They will identify helpful and unhelpful paradigms to enhance their thinking which will allow them to apply your new knowledge to real life business solutions and watch the new ideas multiply

Workshop title: How to get PR on a shoestring
Date: 8th May 2014
Facilitator: Frank Corr
Time: 9.30 – 1.00 pm

In this workshop, journalist and editor, Frank Corr will explain PR from the viewpoint of the media. He will provide participants with a journalist's insight into Public Relations.

The objectives for this workshop include:

- Participants will learn a strategy to devise a low cost PR campaign for business,
- An introduction to ERP tools (Website, e-mail, and social media) to write effective press releases and create the right images

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Workshop Title: Presentation skills
Facilitator: Gerard Adlum
Date: 15th May 2014
Time: 9.30 – 1.00 pm

The aim of this workshop is to provide the participants with skills to make a short presentation. By lunchtime of this workshop, the participants will be able to write and present a fifteen minute presentation on their objectives and subsequent progress against them. They will cover confidence (breathing, centring, voice projection, how to deal with the inner voice), how to structure a presentation (introductions & closings), room set ups and tips for handling an audience. They will practice delivering elements of their presentation to the group.

The objectives for this workshop include:

- Recognise and understand the behaviour of others in terms of how they are responding to you.
- How to relate to your audience
- Speaking with clarity, tone, confidence and conviction
- Understanding and developing a unique style
- How to get buy-in and participation.

Workshop Title: How to market your business using LinkedIn
Facilitator: Conor Kenny
Date: 22nd May 2014
Time: 9.30am – 5pm

A full introduction to the Programme is delivered to the group followed by a master class on how to use LinkedIn effectively to market yourself and your business.

The objectives for this workshop include:

- How to write a compelling message
- How to write a great profile
- How to make sure your message is read
- Setting your personal LinkedIn objectives
- Imaginative targeting
- Why and how to maximise groups

Workshop Title: **Style & Etiquette**
Facilitator: **Sonia Purcell**
Date: **29th May 2014**
Time: **9.30 – 1.00 pm**

This workshop is for anyone who wants to learn how to be the ultimate business professional, and how to influence people through image, voice, actions and behaviour. This is a highly interactive workshop with role play that helps participants to consider their personal brand and whether it matches the company's brand. Participants will learn winning professional actions, grooming and manners.

The objectives for this workshop include:

- Making a great first impression
- Professional appearance
- Social and business etiquette
- Dining etiquette
- Voice Impact
- How to give an elevator pitch
- Gestures and body language impact
- A Capsule wardrobe
- A working wardrobe

Workshop Title: **How to write a Proposal**
Date: **5th June 2014**
Facilitator: **Conor Kenny**
Time: **9.30 – 1.00 pm**

This workshop is aimed at helping people who have limited to no experience with writing proposals. Writing the proposal is the most challenging aspect of proposal development. Participants will learn the formula to use when writing a business proposal and how to apply this formula to different circumstances. With the information provided in this workshop, participants will learn how to write a proposal that will persuasively make your case and win the contract.

The objectives for this workshop include:

- Know your product and your market
- Learn how to identify the key features of your product or service.
- How to Communicate Your Sales Message
- The Different Ways To Communicate and How To Do It Effectively
- Writing For Your Business
- The practicalities of how to write your proposal.

Workshop Title: How to use the telephone to generate sales
Date: 12th June 2014
Facilitator: Maria Roddy - Freyne
Time 9.30 – 1.00 pm

This workshop has been designed for business owners/sales managers and anyone who would like to improve their skills and knowledge and become more proactive in sales generation using the phone.

Participants will learn how to qualify leads, formulate the purpose of their call and how to prospect for new business.

The objectives of this workshop include:-

- To understand how to approach personal selling in a strategic fashion.
- To enable you control your calls effectively using the five step process.
- To identify methods of generating and qualifying sales leads
- To enable you to plan and prepare pro-active telephone sales calls to clients.
- To plan appropriate opening lines for the calls to enable you to flow into the call confidently and effectively.
- To set achievable objectives for your sales calls and work towards your objectives using good planned open questions.
- To recognise the importance of Customer Relationship Management

Trainers



Conor Kenny, Principal

Conor Kenny's skill is teaching and training the art of Business, Sales and Marketing to the Service, Hospitality and Small Business sectors and growing the talent within. A Mentor for several Enterprise Boards and Failte Ireland, Conor is also a Columnist for the UK's Hotel-Industry Website and Magazine. His view has been sought by The BBC (TV), RTE (TV) Jools Holland (TV) BBC Scotland (TV), BBC (Radio) RTE (Radio) Newstalk (Radio), USA Today, The Sunday Times, The Irish Times, The Irish Independent and more.

In 2009 he became a syndicated columnist for several global websites including Cornell University. As a workshop facilitator, he guides participants towards their strengths and is highly skilled at getting the best out of people.

An expert communicator and strategist, his career started in Kilkenny Design and before Conor Kenny & Assoc, he was Group Business Development Director for the Irish Pub Company and McNally Design Group. He has worked with many of the world's leading brands; Baileys, Guinness, Hennessy, Tullamore Dew and Smirnoff, and International hotel groups and casino groups in Las Vegas have called on him.

In 2002 he founded Conor Kenny & Associates. Today, Conor and his team are advising many businesses in the service sector as well as working with several State companies.

A passionate teacher, writer and motivator, Conor is a regular contributor to numerous business publications at home and abroad. He is also a frequent conference speaker, nationally and internationally, and has written key speeches for industry leaders. Conor's years of experience are also employed to help advocate the charities he and his company proudly work for.

Conor is a graduate of University College Dublin, a keen club and marathon runner and loves writing his daily Blog.

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Grace Gallagher, Managing Director

Grace Gallagher is Managing Director of Conor Kenny & Associates which she joined in 2007. As well as being a natural leader, listener and industry expert, Grace's key skill is in mentoring. With Grace comes a natural insight into how to grow a business using clients' talents. Calmly and patiently, she guides people and businesses' towards the best they can be, with her own unrivalled work ethic and attention to detail providing outstanding example.

As a former hotel General Manager Grace has always been a very high achiever in a very successful career. An honours graduate of Cathal Brugha Street with a degree in Business Studies as well as Hotel Management, she began her career with the Great Southern Hotel Group before moving to the Jury's Hotel Group in 1995 where she worked for a number of years at Senior Management level. In 2000, she was appointed General Manager of Bewley's Hotel Glasgow and managed the opening of this property. In 2001, Grace returned to Ireland and was appointed General Manager of the Brandon House Hotel, Health Club & Spa in Co. Wexford where she worked for five years, attaining several awards.

Prior to her appointment at Conor Kenny & Associates, Grace managed the opening and brand development of The Absolute Hotel in Limerick City. As well as being a natural asset to your business, Grace is also the biggest asset to ours.



Tracy Aspel is a Law and Business graduate with 10 years sales experience. She combines these and coaching skills to deliver one-to-one coaching and group training (FETAC certified).

Her areas of speciality are in personal development, communication and creativity. She combines improvisation techniques with NLP (Neuro Linguistic Programming) to help people think on their feet and make changes whilst having fun.

In a business world that's more uncertain than ever it pays to be able to think on your feet. That's why some business schools are using improvisation classes to teach skills such as creativity and leadership.

Tracy delivers training on Business Communications, which looks at improving sales, creativity and team communication. She also does one-to-one coaching sessions with individual team members to boost their performance.

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As well as eliciting ideas from you and your team, she offers expert guidance on fresh thinking and alternative directions for your company.

As a business graduate with over 10 year's sales experience Tracy has sought out innovative ways of thinking and believes creative teams are flexible teams and they can deliver the best results in today's climate.

Tracy has worked with a variety of individuals and groups from different locations, looking at capacity building and confidence techniques. She believes that working with a diverse group both from the Community and Industry enables her to give a fresh, organic training experience to all course participants and individual clients.



Gerard Adlum

Gerard is a graduate from the Gaiety School of Acting. He began acting in U.C.D. while undertaking a B.A. (Hons) in English and Philosophy, playing leading roles in many full productions. He has trained in Michael Chekov technique and Stanislavski, in addition to training in movement, singing and physical theatre (classical mime and commedia). He will be starring in Frank Pig Says Hello at the Mill Theatre and will be playing Macbeth at Smock Alley.



Frank Corr

Frank Corr joined Jemma Publications in 1972 as Editorial Director, from 'Business and Finance' magazine, where he was Associate Editor. Prior to this he had worked on regional and national newspapers and was named 'Regional Journalist of the Year' in 1967. In 1974 he became the first editor of 'Hotel and Catering Review' magazine and edited this and other Jemma magazines until 2005 when he retired from full time editing to concentrate on writing about hotels, the hospitality industry, food, wine and tourism.

He has also found time to write several books and other publications on subjects ranging from the hotel industry to tourism and marketing. They include 'Hotels in Ireland' (a history of the Irish hotel industry), 'For the Good Times' (the story of Sonny Knowles) and a debut novel 'Brigid 1- America's Woman Pope'.

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Frank is an Honorary Fellow of the Irish Hospitality Institute, a Member d'Honneur of the Societe Les Clefs d'Or and a Life Member of the Irish Guild of Sommeliers . He is the holder of a Gallaher Press Award, was HSMAI 'Tourism Journalist of the Year' in 2000 and is the holder of the Restaurant Association of Ireland Mike Butt Award. In 2005 he was presented with the Presidents Award by the Institute of Accommodation Services Managers. He is an Honorary Life Member of the National Union of Journalists and has been elected to the National Print Museum 'Hall of Fame'

He continues to write on tourism, wine and the hospitality industry as publisher of the industry news site 'www.hospitalityenews.com' and as columnist in 'Hotel and Restaurant Times' magazine. He provides a public relations service to a number of Irish hotels.



Sonia Purcell.

Sonia is an International business etiquette consultant with a wealth of practical knowledge and skills which have been gained from both personal interests and many years working for multinational blue chip companies.

Having worked in sales for over 12 years Sonia has experienced first-hand the necessity of Style & Etiquette in the business world and the fact that excellence in this area can help open more doors.

She teaches practical and social skills that are crucial in every aspect of life from independence as a young adult away from home or being aware of the social nuances that make a person stand apart in the business world. The common quote that 'manners will take you anywhere' was always important but in a world where they are fast disappearing they are now more important than ever.

An expert in social etiquette, business protocol and practical life skills, Sonia has trained with Minding Manners – the international etiquette and protocol academy of London and delivers first class training in:

- Style & Etiquette – How your image reflects on you & your business
- Communication, Introductions & First Impressions
- Dining Etiquette – Social, Corporate & International.
- Cross Cultural Awareness – Key points relating to the nuances between nationalities



Maria Roddy-Freyne

Maria Roddy-Freyne has over 17 years experience in the Hospitality Industry. Maria is an honours graduate from Cathal Brugha Street. She graduated in 1990 with a degree in Hospitality Management and Business Studies. She later completed her Masters Degree in Hospitality and Tourism Management in 2000. Maria started her career in the United Kingdom with the Scottish Group Stakis Hotels. During her seven years in the UK Maria worked for Stakis in a number of their properties across the UK. Maria made her way up the career ladder over the 7 years undertaking positions in Human Resources, Front Office, Reservations and Sales.

Maria returned to Ireland in 1997 and was involved in the opening of the Hilton Dublin City and later the Hilton Dublin Airport in 2005 After completing her Masters Degree in 2000 Maria worked on a part-time basis with Dublin Institute of Technology delivering modules on Yield Management and Front Office Management. Maria has worked with the Continuing Professional Development department in Failte Ireland since 2005. She developed and delivered workshops in Yield Management, Sales and Rate Negotiation and Developing and Optimising Event Space. In February 2009 Maria carried out research in partnership with Failte Ireland and the IHF (Irish Hotels Federation). This research focused on the area of "Developing and Optimising Event Space Revenues". A one day workshop was developed as a result of this research.

In 2006 Maria moved to her current role as a lecturer in Dundalk Institute of Technology. Maria lectures on the Hospitality and Event Management Degree programmes. Her main areas of interest include yield/revenue management, project management, strategic management, business simulations, course development and student internships. Maria also acts as an External Examiner for the postgraduate masters in Conference and Events Management at University of Westminster in London and the Marketing and Event Management Degree in Dublin Business School Maria has excellent leadership and people management skills and throughout her career she has prided herself in succession planning and developing her teams to enable them to progress in their careers. These are skills she has brought with her to her current role in DKIT. Maria is married to Jarlath and has three young children. Her spare time is usually taken up with kids' activities and she spends a lot of time on the sidelines of football pitches. She loves skiing, cycling and holidaying in France.