



LOCAL ENTERPRISE WEEK LOUTH

01 - 05 March 2021

Virtual Events Guide

*Book your place at an event today
at www.localenterprise.ie/louth*

#MakingItHappen

#MakingItHappen: Local Enterprise Week Goes Virtual for 2021!

Local Enterprise Week is organised every year by the 31 Local Enterprise Offices across the country and all events are taking place virtually from Monday, March 1st to Friday, March 5th.

This year's schedule includes ten 'Spotlight' events which are organised by individual Local Enterprise Offices and open to every business – wherever you're based.

So, find out what supports and programmes are the best fit for your business to help face the challenges ahead and book your place today at LocalEnterprise.ie/Louth

All events are free of charge and 'Spotlight' events are highlighted with 

Monday 01 March

Time	Details
9.30am to 10.45am 	Benefits of Green for your Business – Launching Green for Micro This practical 'how to' event will help you to 'Green' your business and benefit from practical guidance on how to make your business more sustainable. Discover the benefits of doing so and listen to case studies from those who have already done it. You will learn how to market your green business credentials as a unique selling point. Attendees will also learn how to access 'Green for Micro' supports from their Local Enterprise Office. Open to all & organised by Local Enterprise Office Dublin City. <p style="text-align: right;">BOOK HERE</p>
10.00am to 3.00pm	LEO Advice Clinics - Various clinics to help your business. LEO Louth are offering access to a number of business clinics Monday to Friday during Enterprise Week. These will be one to one virtual meetings - booking is essential. Business Advice Clinic: general business advice for those thinking of starting a business, Start Ups or established business who would like some help with specific areas. <p style="text-align: right;">BOOK HERE</p> Brexit Advice Clinics: we have access to specialists to help you look at potential issues or opportunities that Brexit may mean for your business. <p style="text-align: right;">BOOK HERE</p> Accessing Finance Clinics: does our business need access to finance to sustain or grow. Our specialist Finance Mentors can help you assess your best options. Local [Open to all Louth businesses] <p style="text-align: right;">BOOK HERE</p>
11.00am to 1.00pm 	SpringBack & Step Forward: Building Leadership & Resilience A highly motivational online event, focusing on developing leadership and resilience to adapt to the challenges and opportunities facing businesses today. The line-up of speakers includes Emma Jones of Enterprise Nation and explorer and inventor Mark Pollock. Open to all & organised by Local Enterprise Office Donegal. <p style="text-align: right;">BOOK HERE</p>
2.30pm to 3.30pm	 Dundalk Institute of Technology - What it could do to help your business. This afternoon seminar will explore the many options available from DkIT for start-ups and business in the Region. It will also introduce DkIT Connect, their new support for businesses operating in the Connected Health and Wellbeing Sector. Speakers include: Garrett Duffy, Incubation Centre Manager, Neil McLoughlin, Technology Transfer Manager and Angela Duffy, Director DkIT Connect. Regional Event [Open to all] <p style="text-align: right;">BOOK HERE</p>

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To find out more and book your place, please visit LocalEnterprise.ie/Louth or search #MakingItHappen

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Tuesday 02 March

Time	Details
10.00am to 12.30pm	<p>Email Marketing using Mailchimp</p> <p>Now more than ever, it is imperative that business owners continue a dialogue with Clients and Customers. Jason McGee of Jascom Consulting.</p> <p>In this interactive course, you will learn how to use Mailchimp as a key email marketing tool and create campaigns to generate new sales or leads you're your contact base.</p> <p>The seminar will cover:</p> <ul style="list-style-type: none">• Setting up email campaigns• Import audiences• Build email templates• Send test campaigns• View reports on results• Case Study Review <p>Local [Open to all Louth businesses]</p>
	BOOK HERE
10.00am to 1.00pm ★	<p>Building The New</p> <p>A dynamic morning session focusing on innovation and opportunity. This event features a selection of new businesses, including those which began as a result of Covid-19 and those which have had to innovate. Speakers include Damian Young of the National Design Innovation Hub, Gourmet Tart Company and Dough Bros.</p> <p>Open to all & organised by Local Enterprise Office Galway. Price: FREE</p>
	BOOK HERE
2.00pm to 4.00pm ★	<p>Growing Lean: One Small Step or One Giant Leap, Getting Started with Lean</p> <p>The biggest challenge which many business- owners face, is how to get started with LEAN. This event will set out the many supports available as well as an introduction to Lean Thinking – which will cover the basics, and how it is applied. It will also feature a selection of businesspeople who will share their experience of introducing LEAN into their businesses.</p> <p>Open to all & organised by Local Enterprise Office Kildare. Price: FREE</p>
	BOOK HERE

Local Enterprise Office Louth – proudly supporting local entrepreneurs!



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Wednesday 03 March

Time	Details
<p>9.30am to 1.00pm</p> 	<p>AgriTech Revolution in Farming and Food This fast-paced interactive conference will examine how AgriTech has transformed farming and continues to help the sector thrive. Speakers will explore how using technology can put Ireland at the forefront of sustainable agriculture and where the export opportunities are. Open to all & organised by Local Enterprise Office South Cork. Price: FREE</p> <p style="text-align: right;">BOOK HERE</p>
<p>10.00am to 11.00am</p>	<p> Dundalk Chamber <small>Advancing business together</small></p> <p>Cybersecurity for Business in conjunction with Dundalk Chamber. Are you prepared to defend your data against relentless cyber-attacks? In Ireland, cybercrime is double global levels, with four out of 10 organisations failing to assess the risks. As businesses continue to grow, so does the cyber risk!</p> <p>This session will focus on detection, response and remediation, especially:</p> <ul style="list-style-type: none"> ▪ Security Operations and Compromise Assessment ▪ Investigation, Containment & Remediation ▪ Data Privacy & GDPR – Breach Management ▪ Financial Fraud ▪ Cyber Security Do's and Don'ts [get the basics right] ▪ Q&A Session <p>This event is proudly planned and delivered by Dundalk Chamber as part of Local Enterprise Week 2021. Local Event [Open to all Louth Businesses]</p> <p style="text-align: right;">BOOK NOW Call 042 9336343 Email: info@dundalk.ie</p>
<p>11.00am to 1.00pm</p>	<p> Retailing in a Pandemic - How to Thrive with Miriam Simon This practical seminar for the Retail sector delivered by leading expert Miriam Simon of PTO will look at the key areas facing retailers in the current climate including:</p> <ul style="list-style-type: none"> ▪ The Consumer Mindset 2020 / 2021 ▪ Overview of the key challenges Retailers are facing ▪ Opportunities for Retail in 2021 ▪ 10 Key Tips to help business thrive <p>Regional Event [Open to all- Cavan Louth Meath Monaghan]</p> <p style="text-align: right;">BOOK HERE</p>
<p>2.00pm to 4:30pm</p> 	<p>Creative Connections: Enabling your B-2-B Online Opportunities Aimed at entrepreneurs in creative sectors, this event is designed to showcase opportunities through developing online tools for selling to the Trade. It will provide a forum for best practice sharing with expert speakers and peer learning by listening to entrepreneurs who have travelled the road of developing B2B online selling tools. Open to all & organised by Local Enterprise Office Carlow. Price: FREE</p> <p style="text-align: right;">BOOK HERE</p>
<p>7.30pm to 8.30pm</p>	<p></p> <p> Building Better with Joanne Hession - An event for women hosted by Network Louth Joanne Hession wears many hats ... successfully!</p> <p>She's so many things all at once: entrepreneur, leader, parent, daughter, wife, sister, friend and simply herself.</p> <p>Through her business at the Entrepreneurs Academy, Joanne has trained over 40,000 entrepreneurs striving for success. Through her not-for-profit foundation LIFT Ireland, Joanne is seeking to improve standards of leadership and ethics in Ireland, one individual at a time.</p> <p>She's built businesses. She's built teams. She's built a movement. She's raising a family. And she's continued to build her own resilience, determination and strength throughout.</p> <p>Join Joanne for a fast-paced hour of insights, experience and chat, facilitated by Network Louth member Karen Devine. Put your questions to Joanne in our interactive Q&A session.</p> <p>This has been a challenging year for us all. Joanne's energy and anecdotes will LIFT your spirit and leave you feeling ready to take on the world!</p> <p>This event is proudly planned and delivered by Network Louth as part of Local Enterprise Week 2021. [Open to all Louth Businesses]</p> <p style="text-align: right;">BOOK HERE</p>

Thursday 04 March



**Drogheda
& District
Chamber**
Advancing business together

9.15am to 10.00am

Review your Website. Does it work for your Brand? - In conjunction with Drogheda Chamber

Presented by Keith Byrne of create108.ie, this breakfast seminar helps business owners to assess whether your website is working for your business.

Keith will examine brand continuity, ensuring that your website is consistent with your branding CTA's (Calls to Action). What are they and how can I use them to greater effect?

Keith will also highlight the importance of well written structured content, (because the robots are reading it too).

This event is proudly planned and delivered by Drogheda Chamber as part of Local Enterprise Week 2021.

BOOK HERE

10.00am to 11.30am



Engage for Growth with David Meade

A highly energetic and interactive session introducing the psychology of leadership and providing a practical toolkit for effective business management. David Meade, internationally renowned speaker, BBC TV presenter, and expert on what makes humans 'tick', will deliver deep insights, new techniques, and vital takeaways to help you succeed in business.

Open to all & organised by Local Enterprise Office Dún Laoghaire-Rathdown. Price: FREE

BOOK HERE

2.30pm to 4.00pm

North East Lean Network

Details to follow

Regional event [Open to all businesses Cavan, Louth, Meath and Monaghan]

4.00pm to 5:30pm



S.M.A.R.Tech for StartUps

This dynamic event is aimed at technology start-ups who want to learn more about supports for their business growth. Speakers from both private and public sectors will discuss new digital transformation technologies such as IoT, Industry 4.0, Automation, Robotics and Data Analysis. This event includes a virtual tour of the Dell Customer Solution Centre and the new campus in Limerick of the Confirm Centre for Smart Manufacturing.

Open to all & organised by Local Enterprise Office Clare. Price: FREE

BOOK HERE

7.00pm to 8:15pm



Masterclass: Health checking your business for its forward journey.

Blaise Brosnan, Management Resource Institute author and business guru, will deliver a masterclass assessing the financial health of your business. He will examine working capital, cashflow management and financial challenges and will tease out the issues while offering a range of practical solutions which you can both understand and use.

Open to all & organised by Local Enterprise Office Wexford. Price: FREE

BOOK HERE

Friday 05 March

9:30am to 12:30pm



Trading Online Voucher Information Webinar

This innovative scheme helps small businesses to develop their online presence by offering vouchers, valued at up to €2,500, towards e-commerce website development or digital marketing strategy. This interactive online information session will cover various topics, including developing a website, digital marketing, social media for business and search engine optimisation. The information provided is impartial and will help you decide what trading online options are right for your business.

Open to all & organised by Local Enterprise Office Fingal. Price: FREE

BOOK NOW

10.00am to 12.30pm

Digital Marketing Strategy

This practical course looks at digital marketing strategies for smaller businesses where budgets are lower and returns on monies invested must be tangible.

This workshop will cover:

- An overview of Search Engine Optimisation
- Display Advertising – PPC / CPM
- Email Marketing
- Social Media Marketing
- Analytics

At the end of the course, you will understand how all these tools work together. Participants will be able to create a Google Adwords account, A Google My Business Profile, and how to develop their Digital Marketing Strategy.

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*Find out what supports and
programmes are the best fit
for your business in 2021
& book your place today*

www.localenterprise.ie/louth

Our thanks to the companies featured: Kopper Kreation, Kianda Technologies, Kildare Brewing Company, HuKu Balance, Dough Bros, Ambr Eyewear, Ground Wellbeing, Get The Shifts, Professional Hair Labs & Nicola Brown Fine Art Textiles.

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