

LOCAL ENTERPRISE WEEK 2016

07-11 MARCH

Programme of Events Louth



Don't miss out ... **it's your Local Enterprise Week!**

ABOUT

Your Local Enterprise Office

The Local Enterprise Office Louth is the *First Stop Shop* for anyone seeking information and support on starting or growing a business in the county. Our role is to help you deliver on your business idea and drive your business forward.

Your Local Enterprise Office is now an integral part of Louth County Council, and is one of a network of 31 Local Enterprise Offices around the country, all offering a wide range of experience, skills and services.

We provide advice, information and, in certain cases, financial support to you in starting or growing your business.

We also offer an extensive programme of training events to meet the needs of SME owners throughout the year. Talk to one of our business advisors who can help you deal with your business challenges or maximise new opportunities that become available.

If you are interested in starting a new business, or if you are an entrepreneur, early stage promoter, start-up or small business owner looking to expand, talk to us today. We are here to help and look forward to meeting you!



Tel. 1890 202303
E-mail: info@leo.louthcoco.ie
Web: www.localenterprise.ie/louth

Or follow us on Facebook, Twitter and LinkedIn.


Difig
Fiontair
Áitiúil
Local
Enterprise
Office



Comhairle Contae Lú
Louth County Council



Located mid-way on Ireland's busiest economic corridor, Louth is one of the fastest growing counties and an excellent place to do business. One of the key aims of Louth County Council is to provide a business friendly climate, one which encourages and embraces start-ups as well as growing businesses.

Throughout my political life I, and my fellow elected colleagues, have made it a priority to enhance the provision of economic development through Louth County Council. The creation of the new Local Enterprise Office alongside the establishment of the Economic Development & Enterprise Support Committee of the Council and the Louth Economic Forum will enable this local authority to better serve your evolving business needs in the future.

We must ensure that our local entrepreneurs and employers are provided with appropriate supports, so that they can seize opportunities to grow their businesses and continue to create much-needed employment. That is why I am proud to support this worthwhile initiative. I urge all businesses in the County, and everyone interested in business, to participate fully in the exciting array of activities and look forward to meeting many of you during Louth's Enterprise Week.

Cllr. Peter Savage

Cathaoirleach, Louth County Council



On behalf of the Local Enterprise Office Louth, I am delighted to present Louth's Enterprise Week from Monday 7th to Friday 11th March. The 2016 programme of events is designed to:

- Deliver opportunities for SMEs to learn from specialist industry experts;
- Provide support and advice to those considering starting a business
- Inform business owners about the supports and services available; to their business;
- Stage quality networking events to help business owners build professional networks;
- Stimulate enterprise and business development.

Local Enterprise Week Louth is organised to help Louth businesses and aspiring entrepreneurs in the region. Make time for you and your business – be part of Louth's Enterprise Week!

Thomas McEvoy

Head of Enterprise

Monday 7th March



Time

09.30hrs - 12.45hrs
Registration opens
30 mins before the
event starts

Location

Highlanes Gallery,
Drogheda

Fee

Free

Booking Info

Pre-booking is
essential

Using Technology To Build A Better Business

Running an SME can be a tough job. Managing invoicing and accounts. Driving Sales and Marketing activities. Planning staff workloads and so much more.

Make life easier for yourself. Join us for a technology seminar that will introduce you to some of the brilliant platforms that will help you to run your business more efficiently.

Do you know that there are apps that allow you to invoice and take payment while you are on site with clients? Or that there are Sales tools to help you generate leads and drive sales activities? Or that you can build marketing campaigns to reach your target demographic from your desktop? Or that you can manage your staff workload and time tracking with great project management platforms? These business tools are available, without breaking the bank, and we can show you where to find them and which ones will best suit your business.

Michael Keogh is a specialist trainer in social media, marketing and digital media. He works with SMEs to help them drive efficiency by using technology to its greatest effect. Join us for this seminar and leave with a host of practical ideas that you can take back to your business and implement for greater efficiency.



sum up®

Monday 7th March



Time

14.00hrs -17.00hrs
Registration opens
30 mins before the
event starts

Location

Creative Spark,
Dundalk

Fee

Free

Booking Info

Pre-booking is
essential

Future Proofing by Design

Have you ever thought about how design and innovation might enhance your business? Many people write off design as being part of the creative arts and not something that can genuinely add value to your business and aid innovation.

Innovation requires a particular mind-set that involves curiosity, creativity and problem-solving, the ability to continually question established ways of doing things and the ability to apply knowledge, insights and intuition to change them.

Allow Bob Gray to spark your curiosity and give you an overview of the tools and techniques of design thinking and how you might apply them to improve your product or service.

Bob Gray, Design Director of Red and Gray, has a background in design and education. He understands the value of design and the importance of creating innovative solutions that contribute to business, culture and the economy.

Organised by:



**“Great
Design is the
foundation
of Great
Business.”**

M. Cobanli

Tuesday 8th March



Time

09.15hrs - 12.00hrs
Registration opens
30 mins before the
event starts

Location

North East Food
Hub, Ardee
Business Park

Fee

Free

Booking Info

Pre-booking is
essential

All Wrapped Up – A Food Packaging Seminar & Workshop

The All Wrapped Up seminar will explore the journey to getting the right packaging for your food product.

Listen to the experiences of both a packaging designer and food business owner. Each give their view of the packaging design process, what pitfalls to avoid and how to get the best result for your brand or food product. The seminar will also address the legal aspects of food labelling.

The networking session will give you an opportunity to discuss your own food product or packaging with the speakers and fellow food producers.

The event will be hosted by Róisín Matthews, a Consultant and Food Product Developer with over a decade of experience in the food manufacturing industry. You will also hear from Creative Director of BAM Media Bridget Kerrigan and from local food producers who will share their experience



Time

10.30hrs - 16.30hrs
Registration opens
30 mins before the
event starts

Location

The Shelbourne
Hotel, Dublin

Fee

€55 for members
€65 for non-
members
inc. transport from
Drogheda

Booking Info

Contact Bronagh
Conlon for more
info and to pre-book
your place

Celebrate International Women's Day with Network Ireland



The Future of Money – An ePayments seminar with PayPal



Time

14.00hrs - 16.00hrs
Registration opens
30 mins before the
event starts

Location

PayPal, Dundalk

Fee

Free

Booking Info

Pre-booking is
essential

Irish shoppers spent €4.3 billion in 2015 online. Online commerce is a huge market bursting with opportunity for companies of all-sizes.

With the cluster of Payments service companies in the North East, Louth is ideally positioned to take advantage of new opportunities in the fast growing and evolving payments industry. Businesses can take advantage of these opportunities

This event, hosted by PayPal, is your opportunity to learn how to capitalise on that growing trend. Anthony Rafferty, PayPal's Director of Merchant Services, will explain their *Braintree* service which can offer your company free processing on the first €50,000 worth of transactions.

This seminar will be followed by a tour of PayPal's facility in Dundalk, providing a unique insight into how the company operates.

Organised by:



Network Ireland is a dedicated networking group for women in business and enterprise.

Join the members of Network Louth, along with members from all over the country, in celebrating International Women's Day at an event in the Shelbourne Hotel, Dublin.

The theme of the event is "2016: A New Age for Equality" and will feature guest speakers including Joan Vienman from Equal Voice, a Canadian Politician and Leslie Kavanagh, Real Estate Agent, Beverly Hills among others.

To book your place at this event or to find out more about joining Network Louth contact [Bronagh Conlon \(bronaghconlon1@gmail.com\)](mailto:Bronagh.Conlon@gmail.com).

Follow Network Louth on Facebook for the latest information about this dynamic network for women in business in Louth.



Wednesday 9th March



Morning Session

09.00hrs - 12.00hrs
The Mill Enterprise
Hub, Drogheda

Afternoon Session

14.30hrs - 17.30hrs
Creative Spark,
Dundalk

Registration
commences 30
minutes before each
event.

Fee

Free

Booking Info

Pre-booking is
essential

Developing Your Business Idea

Ever had a great business idea and wondered how about making it a reality? Wonder no more.

As part of Local Enterprise Week Louth you are invited to an Ideas Development workshop.

In these very practical and highly engaging workshops, Joanne Hession will work with local people who want to explore ideas they have for a new business. She will also work with people who are already in business but have ideas on how to expand their product or service offering.

Joanne will examine where ideas come from, what makes a great business idea, new ideas and trends, progressing or ditching your idea, finding the right business model and taking your idea to the next stage. You will leave this workshop with a selection of tools and techniques that you can use to develop your business idea.

An award winning business leader, Joanne Hession is the author of "Don't Get A Job, Build A Business". Her company, QED Training, has worked with entrepreneurs and start-up companies across the country to equip business people with the knowledge and skills they need to build a great business.

This event is proudly supported by





Time

08.15hrs - 09.30hrs
Registration and breakfast starts 30 minutes before the event start time above

Location

Crowne Plaza Hotel,
Dundalk

Fee

Free

Booking Info

Pre-booking is essential

Exporting Success

Breaking into export markets can be a daunting prospect for many SMEs. However it can be easier than you think. Exporting into Northern Ireland could be the first step in internationalising your business.

This breakfast briefing, supported by AIB, will feature a host of expert speakers who can share insights and experience to help you take this first step. Learn from John Whelan, International Trade Consultant and Paddy Savage of InterTrade Ireland. Meet representatives from Enterprise Ireland's Potential Exporters Division and find out how they can help.

Take the next step in growing your business ... your expansion into overseas markets starts here!

This event is proudly supported by



Thursday 10th March



Time

10.00hrs - 15.00hrs
Registration opens
30 mins before the
event starts

Working lunch will
be provided during
this seminar

Location

Crowne Plaza
Hotel, Dundalk

Fee

Free

Booking Info

Pre-booking is
essential

Mastering Procurement

Procurement can be a minefield for SMEs but if you get it right it can really help drive your business growth.

Taking part in this one-day workshop will help you to identify tender opportunities suited to your business, improve your tender-writing skills and understand how decisions are made in the tendering process. You will learn how to write tenders that stand out from the competition and leave with an adaptable tender template that will be invaluable to you in future tenders.

This event is proudly hosted in conjunction with InterTrade Ireland and the Office of Government Procurement.

With nearly two decades of experience in management consultancy and experience. Ian McKay is the Director of Navigate Change Consulting. Prior to founding Navigate Change Consulting in 2007, Ian was Principal Consultant with Horwath Consulting.





Time

16.00hrs 19.00hrs
Registration opens
30 mins before the
event starts

Location

The Nuremore
Hotel,
Carrickmacross,
Co. Monaghan

Fee

Free

Booking Info

Pre-booking is
essential

Retail is e-Tail is an
educational event
co-hosted by the
Local Enterprise
Offices in Louth,
Meath, Monaghan
and Cavan.

RETAIL IS E-TAIL

An eCommerce Conference for SMEs

Retail is eTail is back for the 4th year. The theme of the conference for 2016 is 'Using Social Media And Blogging To Drive Sales'.

This ever popular eCommerce conference looks at how SMEs can use social media and blogging to drive sales. It will also focus on making the most of selling online by providing information and knowledge on different tools and platforms available.

The 2016 line-up includes Marissa Carter creator of Cocoa Brown, Blathnaid Johnson of Cloud 10 Beauty, Claire Cunningham of Aura Internet Services. It will also feature a selection local companies who are already successfully selling online. Hosted by Paul Bond of Brix Workwear, the event will feature a Q&A session allowing you to draw on the advice and expertise of the panel.



Thursday 10th March

Time
17.30hrs - 20.00hrs

Location
Town Hall, Crowe
Street, Dundalk

Fee
Free

SPORTS & COMEDY NETWORKING EVENT

Competing in Sport Winning in Business

The determination and ambition of a successful athlete is a truly amazing attribute. It drives them to train hard, push their bodies to the limit and be single minded in their drive for success. What can business people learn from our sporting colleagues?

Join us for a fun, relaxed evening of networking and chat with a host of great personalities. Hear how the lessons they have learned in competition can help drive your business success.



Karl Henry



Brent Pope



Sean O'Connor



Ciaran Herr





Take an irreverent look at business with Patrick McDonnell

Patrick McDonnell is a stand-up comedian, actor and writer, best known as Eoin McLove on Channel 4's Father Ted. He has performed as a stand up all over Ireland and beyond, and has been a mainstay of the comedy festival circuit for two decades.

Join Patrick as he takes an irreverent look at the world of business as part of the Local Enterprise Office networking evening.

"Splendidly original and a bit bizarre, McDonnell is the business"
– The Sunday Times.



Your Host,
LMFM's Gerry Kelly

"You can't put a limit on anything. The more you dream, the farther you get."

Michael Phelps,
Olympic-medal winning swimmer

What to Expect

17.30hrs Registration, refreshments and networking

18.15hrs Comedian Patrick McDonnell takes *"An irreverent look at business"*.

Followed by a lively panel discussion hosted by LMFM's Gerry Kelly

- Karl Henry, personal trainer and broadcaster
- Brent Pope, rugby legend,
- Sean O'Connor, co-founder STATSports
- Ciaran Herr, director Horseware Ireland

The discussion will include a Q&A session between the panel and the audience and will wrap up with drinks and lots more networking.

Friday 11th March



Breakfast Briefing

09.15 - 10.30hrs
The Mill Enterprise
Hub, Drogheda

Lunch Briefing

12.30 - 14.30hrs
County Museum,
Dundalk

Registration
commences 30
minutes before
each event.

Light breakfast/
lunch will be
provided.

Fee
Free

Booking Info
Pre-booking is
essential

FINANCE FRIDAY

The lifeblood of every business is cash. Getting access to finance is critical to starting or expanding your business. If you want to find out where you can get much needed finance then this event is for you.

Join us to find out where small business can access finance. Learn about new forms of finance coming to the market. Meet representatives of funding providers and talk to them about your financing requirements.

Hosted by business finance expert Alan Costello, this event is an opportunity for you to discover first hand current sources of finance, both traditional and newer forms, available to businesses in County Louth.



Local
Enterprise
Office



Small businesses. Big plans.
Strategic Banking
Corporation of Ireland



MEET The LEO Team

The team at the Local Enterprise Office are here to support you and your business. Drop in between 14.00-17.00hrs on Friday 11th March to meet us. We'll have the kettle on and we're looking forward to meeting you!

Address: Local Enterprise Office Louth, The Town Hall
Crowe St, Dundalk, Co. Louth



Programme of Events Louth

Monday 7th March

Using Technology to Build A Better Business	The HighLanes Gallery, Drogheda	09.30hrs	12.45hrs	Free
Future Proofing by Design	Creative Spark, Dundalk	14.00hrs	17.00hrs	Free

Tuesday 8th March

All Wrapped Up – A Food Packaging Seminar & Workshop	North East Food Hub, Ardee	09.15hrs	12.00hrs	Free
Network Ireland International Women's Day Event hosted by Network Louth	The Shelbourne Hotel, Dublin	10.30hrs	16.30hrs	€55.00 members €65.00 non-members
The Future of Money – An ePayments seminar with PayPal	PayPal, Dundalk	14.00hrs	16.00hrs	Free

Wednesday 9th March

Exporting Success	Crowne Plaza Hotel, Dundalk	08.15hrs	09.30hrs	Free
Ideas Development Workshop	The Mill Enterprise Hub, Drogheda	09.00hrs	12.00hrs	Free
Ideas Development Workshop	Creative Spark, Dundalk	14.30hrs	17.30hrs	Free

Thursday 10th March

Mastering Procurement in conjunction with the Office of Government Procurement	Crowne Plaza Hotel, Dundalk	10.00hrs	15.00hrs	Free
Retail is e-Tail – An eCommerce Conference for SMEs	The Nuremore Hotel, Carrickmacross, Co. Monaghan	16.00hrs	19.00hrs	Free
Competing in Sport, Winning in Business	The Town Hall, Crowe Street, Dundalk	18.00hrs	20.00hrs	Free

Friday 11th March

Finance Friday Drogheda	The Mill Enterprise Hub, Drogheda	09.15hrs	10.30hrs	Free
Finance Friday Dundalk	Creative Spark, Dundalk	12.30hrs	14.30hrs	Free
Open Day at LEO Louth	The Town Hall, Crowe Street, Dundalk	14.00hrs	17.00hrs	Free

Registration and networking for all events open 30 minutes before the start time above.

Don't delay
– **book today**

LOCAL ENTERPRISE WEEK 2016

07-11 MARCH



It's Your
Local
Enterprise
Week!

BOOK YOUR PLACE NOW!

Call 1890 202 303

E-Mail: info@leo.louthcoco.ie

On-line: www.localenterprise.ie/louth