



Oifig Fiontair Áitiúil  
Local Enterprise Office

# National Women's Enterprise Day 2014

#nwed

[www.nwed.ie](http://www.nwed.ie)

The Galway Bay Hotel, Salthill, Galway • 22<sup>nd</sup> - 23<sup>rd</sup> October 2014



CREATING  
**CONNECTIONS**

BUILDING  
**BUSINESS**



EUROPEAN SOCIAL FUND



AN ROINN DLÍ AGUS CIRT AGUS COMHIONANNAIS  
DEPARTMENT OF JUSTICE AND EQUALITY



Údarás Áitiúla Éireann  
Local Authorities Ireland



**ENTERPRISE  
IRELAND**

where innovation means business



**European Union**

European Regional Development Fund

# Conference Facilitator

## Síle Seoige



Fluent in both Irish and English, Síle is well known and loved as a talented Television and Radio Broadcaster and she has developed a wealth of experience over the past fifteen years in the business.

A native of Spiddal in Connemara Co. Galway and the youngest of four children, she has worked on a variety of successful and well-received projects.

Her previous television credits include Class Act, Nationwide, Up for the Match, The All Ireland Talent Show and Winning Streak as well as a number of Irish language programmes.

She has also worked on a number of radio shows down through the years, including a stint on RTÉ Radio 1's, Today with Pat Kenny and fronting her own 2 hour live talk show on Saturdays from 12-2pm on Newstalk 106-108 called Shenanigans for over 3 years.

Síle was part of RTÉ's daytime family having joined her sister Gráinne in 2008 on the stations then flagship late-afternoon daytime show, Seoige.

In October 2010 she took on the challenge of her life by reaching the top Mount Kilimanjaro in order to raise funds and create awareness for Our Lady's Children's Hospital, Crumlin and a TV documentary on the climb was screened afterwards on RTÉ.

She also supports various charities and is proud to be an Ambassador for the Make A Wish Foundation.

# Keynote Speaker

## Fiona Stack



Fiona Stack is CEO of Radio Kerry. Fiona originally joined Radio Kerry in 1991 and was quickly promoted to Head of News and Current affairs, Fiona established her credentials on a National level in Irish Radio through her involvement in "Women on Air" where she took an active part in developing the role of women in the industry. We believe the fruits of this initiative are to be seen today across all areas of the broadcast industry.

During Fiona's term as Head of News and Current Affairs, she was instrumental in establishing Radio Kerry as a major source of News on a National level in Ireland.

In 2002 Fiona moved to the Dublin station Newstalk as Station Editor at a crucial time in its history. It was here that she worked tirelessly to establish the credibility of the station prior to its going National. This culminated in a PPI station of the year award in 2004.

Returning to Kerry in 2005 as General Manger, Fiona established a strong editorial influence on the programme schedule resulting in a PPI station of the year award in that same year.

Since her return to Radio Kerry in 2005 she has played an active part in many industry initiatives such as the Learning Waves training programme, which she has chaired, and is still an active committee member. She was also instrumental in establishing an alternative news service for local stations following the collapse of INN.

Her achievements over the past 22 years are considerable.

# Keynote Speaker

## Leonora O'Brien



Leonora is the Founder and CEO of Pharmapod Ltd., an innovative cloud based software developed to help maximise patient safety across the health system. Pharmapod has been described in the medical press as a "pioneering resource for the healthcare system" and was awarded the top award for Tech Entrepreneurs at the European Digital Agenda Assembly 2013.

Leonora is determined to build a business with a corporate conscious; therefore Pharmapod's strategy also focuses on the developing world to counteract the serious issue of counterfeit medicines.

Leonora has 16 years experience in pharmacy practice, policy development and regulatory affairs at a national and EU level. Now she is harnessing technology to achieve this patient safety objective and scaling an exciting international company.

Leonora has been a mentor for other startup companies through accelerator programmes. She is also a co-coordinator of Health2Dublin where she is dedicated to providing an exciting forum for people working across the Technology sector and with an objective to driving the healthcare of patients and the public.

In July 2014 Leonora managed to close a seed-funding round of 750K, enabling her to generate employment for a team of 10 people, which will double by end 2015.

# EVENT PROGRAMME

## Wednesday 22nd October

14.00 – 17.00 Free Mentor Sessions available – please register upon arrival

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13.00 Arrival, Conference & Mentor Registration, Tea/Coffee

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14.00 Technology In Business

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16.00 Tea/Coffee and Informal Networking, Hotel check in

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17.00 Formal Networking event with Therese McCarthy

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19.00 Supper and Informal Networking

Guest Speaker.

Registered delegates can enjoy both formal and informal networking with a light buffet meal and refreshments which is included in delegate fee.

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## Thursday 23rd October

8.30 – 9.00

10.30 – 12.30

13.30 – 15.00

} Free Mentor Sessions available – please register upon arrival

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Exhibition throughout the day, close of exhibition at 3.00 p.m.

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8.00 Registration, Tea/Coffee, Informal Networking

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9.00 Welcome by Breda Fox, Head of LEO, Galway

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9.10 Introduction by Conference Facilitator Sile Seoige

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9.15 Keynote Speaker: Fiona Stack, CEO Radio Kerry

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10:15 Coffee Break and Informal Networking

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11.00 Expert Panel Discussion

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12.30 Lunch and Informal Networking

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13.45 Case Studies x 4 – DVD and Panel Discussion Q & A

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15.00 Keynote Speaker: Leonora O'Brien, Founder and CEO of Pharmapod Ltd.

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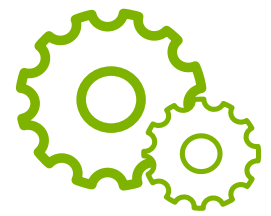
16.00 Conference Close by Orla Martin, Head of LEO, Offaly

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# Technology in Business

Wednesday 14:00

The Technology in Business session gives participants the tools and knowledge to develop their SME's in order to gain a competitive edge by using the web. The session looks at 3 topics [1] Driving traffic to your website [2] Writing for the web and [3] Blogging to make business happen and features a panel with Local, National and International experience in business development. The session will also include information on how to get the most from the Online Trading Voucher Scheme available from the Local Enterprise Offices. The session is chaired by Susan Hayes Culleton – The Positive Economist.



**Susan Hayes Culleton**

"The Positive Economist"

Financial Training & Public Speaking, Author:  
The Savvy Woman's Guide to Financial  
Freedom & Positive Economics



**Lorna Sixsmith**

Social Media Trainer at Write on Track  
& We Teach Social



**Ann Halloran**

Managing Director, In-Tuition,  
Learning and Development. Online  
Business and Management Training

LinkedIn



LinkedIn



LinkedIn



## Formal Networking Event

Wednesday 17:00



## Enterprise Exhibition

Thursday 9:00 – 15:00



Support and advice organisations for small business will be exhibiting on Thursday, 23rd October, with personnel available to give advice & deal with your queries.

Exhibitors include:

- Local Enterprise Offices
- Enterprise Ireland
- Microfinance Ireland
- Health & Safety Authority
- National Employment Rights Authority (NERA)
- Office of the Director of Corporate Enforcement (ODCE)
- Patents Office
- Dept of Social Protection (Intreo)
- Revenue On- Line Services (ROS)
- Irish Exporters Association
- Galway Chamber of Commerce
- Executive Skillnets Galway



"How to Sell Yourself and your Business through Advanced Networking" facilitated by Therese McCarthy, MAC CONSULTING.

This will be a vibrant and interactive networking session.

Therese has been Ministerial Advisor for numerous Government Departments, namely Defence, Social Welfare, Foreign Affairs and O.P.W. with Special responsibility to the Department of An Taoiseach.

She has over 15 years experience Training & Up-skilling Companies & individuals to maximise their potential & profits rapidly. She has been Worldwide Commercial Director and Advisor for a number of high profile firms.

With a diverse background in IT, Transport, Pharmaceutical, Marketing, Media & Communications, Training & Government, MAC CONSULTING has the ability to maximise potential and profits rapidly. Using powerful innovative, groundbreaking & creative techniques MAC CONSULTING has the ability to deliver Success.

MAC CONSULTING's experience in Training, Recruitment, Launching products & services at the cutting edge of business, worldwide, is immense.



### **Ramona Nicholas, MD Cara Group and Dragon on Dragons' Den**

The expert panel will be chaired by Ramona Nicholas. Ramona plays a strong role in the Retail aspect of the business as well as being responsible for Strategic Planning, HR & she is passionate about social media & online retail. Ramona debuted on television screens on 'The Secret Millionaire' and more recently took up a role as a 'Dragon' on Dragons' Den. [www.carapharmacy.com](http://www.carapharmacy.com)



### **Marissa Carter, Cocoa Brown**

Marissa Carter is the creator of Cocoa Brown, one of the most popular self-tanning ranges in Ireland and the UK. She has ten years' experience in the beauty industry and is a regular media contributor. Marissa won the IMAGE Business Woman of the Year Award for Best Start-Up 2013 for the remarkable achievements of Cocoa Brown within one year of its' launch.

Marissa is also a mother to Charlie her son and Cherry her dog and has a weekly beauty slot on TV3 Xpose. [www.cocoabrown.ie](http://www.cocoabrown.ie)



### **Siobhan Lawless, The Foods of Athenry**

A mixture of opportunity, necessity and a love of wholesome food saw her start a home bakery in 1998 to supplement the family income.

By 2003 a shift in agriculture, growth in the fine food market resulted in The Foods of Athenry being born. By 2010 a dedicated gluten free bakery was added and the company now employs appx 15 people in rural East Galway supplying major Irish retailers.

Foodservice was added in 2014, as well as some exports to the UK and beyond. 33 Taste Awards since 2008 are testament to the taste, and the company have been listed in the McKenna's Guides to 'Best in Ireland' since 2007, and more recently in the Georgina Campbell guide. Members of Good Food Ireland, they were named producer of the year 2013. [www.foodsofathenry.ie](http://www.foodsofathenry.ie)



### **Miriam Byrne, City Analysts Ltd.**

Miriam Byrne is the founder and Managing Director of City Analysts Ltd. Originally set up as a UCD Campus Company, specialising in water parasitology, City Analysts has grown over the last 16 years into a leading environmental analysis company. Now operating from 2 main labs in Dublin and Limerick, a full range of accredited chemistry and microbiology analysis are provided for a range of private and public sector clients.

Miriam combines scientific rigour with commercial insights and her ongoing commitment to quality is at the heart of the business. Having recently been awarded two prestigious EU research contracts, City Analysts is now positioned for further growth. Miriam was a participant on the 2nd cycle of Going for Growth. Click here to read Miriam's Participant Story. [www.cityanalysts.ie](http://www.cityanalysts.ie)

# Case Studies: Telling It Like It Is

## Thursday, 13:45



### **Ciara Troy, Oishii Foods**

The story of Oishii Foods began at a farmer's market in July of 2006. Founded by Ciara Troy with a desire to share her love of delicious [oishii] Japanese cuisine with a wider audience, she discovered that there was a demand for sushi in particular. 8 years on and with a strong focus on both quality & freshness, the company is now the largest supplier of ready to eat sushi products to the retail sector in Ireland. During this time, Oishii has received 5 Great Taste awards for their products, a Wicklow Company Award in 2009 and was Highly Commended in the SFA's Food & Drink Category 2014. Now based in Smithfield, Oishii Foods employ 20 staff & make a range of ready to eat sushi products, an award winning teriyaki sauce as well as a heat & eat range called Oishii Noodles! [www.oishiisushi.ie](http://www.oishiisushi.ie)



### **Anne Behan, Aine Knitwear**

Anne Behan launched the Áine label 14 years ago and it has gone from strength to strength. The business now employs 8 staff. Her collections are beautifully hand crafted, wrapping the body in style & luxury. Anne's collections combine an in-depth working knowledge of traditional knitwear techniques with a unique style of tailored knitwear. While her collections are inspired by the surrounding landscape and are steeped in the traditions of Irish knitwear heritage, she uses modern technology & innovation coupled with a strong colour palette & textures to create her unique, recognisable style; a style that is redefining & pushing the perception of Irish knitwear. In recent years, Anne has created the McConnell label to extend her style to Menswear and Homewares. [www.aineknitwear.com](http://www.aineknitwear.com)



### **Cathy Whitty, Cathy's Spelt for Health**

Cathy's business started with a shock quite literally. She was sitting with her neighbour having a cup of tea and cake when suddenly her tongue began to swell. Before she realised she was in hospital fighting for her life having suffered an anaphylactic shock. When Cathy returned home from hospital she had to replace wheat flour with spelt flour in her diet. Wheat flour is suitable for everyone, but in particular those whom are intolerant to wheat.

In 2009 she established her business baking for her local health food store and as demand increased for her breads, Cathy decided to put her tried and trusted recipe mixes in a bag so that customers could bake at home. Cathy's products are on sale nationwide in SuperValu stores, Avoca stores, independent health food stores and gourmet food retailers in Ireland. The products are also available in Wholefoods Stores in London, independent health food shops and she has just began exporting to North America. [www.cathyspeltforhealth.ie](http://www.cathyspeltforhealth.ie)



### **Sandra Walsh, Canopi Sleeves**

After spotting a gap in the market where she noticed that women were self-conscious of their arms, Sandra Walsh designed her own product that allows women to enhance their existing wardrobe. The seams-free technology is unique and creates that crucial unique selling point for Canopi.

Canopi was an almost immediate success when it was launched. The product enhances women's silhouettes by wrapping the arms. Sandra quickly opened up the domestic market securing blue-chip retail accounts like Brown Thomas, Arnotts, Avoca and other flagship retail names who re-ordered almost as quickly as they ordered. Sandra has seen sales in the UK develop and grow and interest has in niche markets like Dubai and other Middle Eastern countries where for religious and cultural reasons women cover their arms. The product has achieved considerable success in Ireland, and Sandra expects that the growth in international sales will be the businesses greatest achievement. [www.canopi.ie](http://www.canopi.ie)

## BOOKING INFORMATION

- The National Women's Enterprise Day delegate fee is €100.
- Delegate fee includes half day conference programme, supper and informal networking on Wednesday, 22nd October and full day conference and lunch on Thursday, 23rd October.
- Free, confidential one to one mentoring sessions with experienced business mentors will be available on both Wednesday and Thursday. The sessions will be managed by appointment, so delegates will have to register for a one-to-one mentor session upon arrival at the conference.
- Overnight accommodation delegate rates apply. See hotel information below for further details.
- To Book and Pay for your place now, simply go to [www.nwed.ie](http://www.nwed.ie) and click on the "Book Now" button. By clicking on this link you will be redirected to the secure online booking system Eventsforce at Enterprise Ireland.
- Please contact your Local Enterprise Office or Limerick Local Enterprise Office with any queries.
- **Cancellation Policy:** The full participation fee is due upon online registration. Cancellations received on or before Monday, 13th October 2014 will receive a full refund. Cancellations after 14th October 2014 will be liable for the full cost of the event.

## HOTEL INFORMATION

- NWED 2014 will be held at The Galway Bay Hotel, Salthill, Galway on Wednesday, 22nd October and Thursday, 23rd October 2014.
- Accommodation is the responsibility of the individual. Should you want to book a room or for any other information please see [www.galwaybayhotel.net](http://www.galwaybayhotel.net) or contact the hotel on **091 520520** or email [info@galwaybayhotel.com](mailto:info@galwaybayhotel.com)
- Conference room rates: Single Occupancy €69 B&B, Double Occupancy €55 B&B pps.
- The Galway Bay Hotel is ideally located just a 5 minute drive from Galway City in Salthill. It is situated along the coast road in Salthill overlooking the Promenade.
- Parking is available at the hotel.

## MENTOR SESSIONS

Free, confidential one to one mentoring sessions with experienced business mentors will be available on both Wednesday and Thursday. Delegates who would like to discuss some aspect of their business, be that getting feedback on a new idea or getting input on a particular aspect of the business can avail of a mentor session.

The sessions will be managed by appointment, so delegates will have to register for a one-to-one mentor session upon arrival at the conference.

Mentors will be available in the following areas:

- Finance
- Business Start Up & Sustainability
- Food Enterprise
- Sales & Marketing
- E-Business

## EXHIBITION INFORMATION

Support and advice organisations for small business will be exhibiting until 3pm on Thursday 23rd October, with personnel available to give advice & deal with your queries.

***DON'T FORGET TO BRING LOTS OF BUSINESS CARDS OR ANY RELEVANT MARKETING MATERIAL***



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