

Evening Seminar Thursday 22nd May 2014

HOW TO BUILD YOUR BRAND ONLINE WITH



This event will be the Dublin Food Chains largest event to date and will take place at Google's European headquarters in Barrow Street, Dublin. The evening will focus on how to maximise brand presence online and grow sales. A panel of experts from Google have been working on this event to ensure that Dublin Food Chain members get maximum benefit from this unique evening. A digital expert from AIB and Tesco Irelands online food manager will also present stimulating ideas and suggestions.

SEMINAR CONTENT

The evening, led by the Local Enterprise Office Dublin City, will comprise of an opportunity to meet some of The Dublin Food Chain's newest food producers, network with other members and be challenged by the speaker line up.

17.30 – 18.00 Registration and refreshments

18.00 – 18.30 Networking and Producer Showcase

The trade buyers and stakeholders from the retail and foodservice sector can network with each other and taste food from some of Dublin's newest producers. Dublin based producers wishing to showcase their products should contact Barbara by email (Barbara@jamesburke.ie) immediately. Tasting stands will be required. Maximum of 20 tastings.

18.30 – 20.00 Seminar

Hear from The Dublin Food Chain's expert panel of speakers and participate in some challenging discussions on the latest on growing your brand on line.



How to Use Digital to Grow Your Brand **Mark Brennan, AIB Head of Digital Marketing & Innovation AIB**

With over 10 years' experience in the online space, Mark will speak about how to use digital to grow your brand and business.



Branding online with Google **Ruth McEntee, Google**

Google discusses how to build and manage your brand online in the food sector.



The Wylidsson Story **David McGready, Wylidsson**

Dave McGready developed a trail mix product in June 2013, and to get some early feedback direct from his customers decided to sell them from a webstore. Within his first year of trading he has already generated online sales greater than many conventional food start-ups. Learn from his online story.



Building your Brand on Line **Catriona O'Boyle (Tesco Ireland Digital Marketing Manager)**

Tesco Ireland has been supporting customers with online shopping for many years. Hear from Catriona O'Boyle, Tesco Ireland Digital Marketing Manager, how they have grown their market share, the challenges they have faced, what they have learnt and how Dublin food producers can grow their presence online with some simple suggestions. This practical session will help demystify online brand building and digital consumer marketing.

20.00 – 20.30: Networking and Producer Showcase

WHO SHOULD ATTEND?

Retailers, foodservice operators, food distributors and food producers will all benefit for this unique seminar as well as those interested in learning more about successful food ideas.

This event is open to everyone working in the food, retail and foodservice sectors and related stake holders.

VENUE

Google Headquarters Barrow Street, Grand Canal Dock, Dublin 2

REGISTRATION

Places are limited at this seminar and early booking is essential. There is no booking charge for this event.

To book simply click [Book Now](#)

WHAT IS DUBLIN FOOD CHAIN?

The Dublin Food Chain is a marketing and networking forum which represents many of the outstanding food and drink producers, retailers, foodservice operators and distributors that are based throughout Dublin City and County. The Dublin Food Chain is an initiative jointly supported by the Local Enterprise Offices in Dublin, The Irish Exporters Association, Bord Bia and AIB.

BOOK NOW

