

## Information Briefing – Local Enterprise Office Wicklow & Kildare

<b>Title:</b>	<b>Identifying New Market Opportunities for Your Business</b>
<b>Delivery Date:</b>	<b>Wednesday 3<sup>rd</sup> November 2021</b>
<b>Venue:</b>	<b>ONLINE via ZOOM</b>
<b>Duration &amp; Time:</b>	<b>9.30 am to 11.00am</b>
<b>Cost:</b>	<b>Free</b>
<b>Panel of Speakers:</b>	<p>Local Enterprise Office Wicklow and Kildare are working in collaboration to bring you an expert panel of speakers who will share their expertise on market research resources, information sources and how to get the most out of the time you invest in researching your market and new market opportunities.</p> <p>This information briefing will provide you with practical guidance and insights, from a range of specialist speakers, on sources of market information and market intelligence.</p> <p>This will help you to:</p> <ul style="list-style-type: none"> <li>• focus your research and ask the right questions,</li> <li>• identify new market opportunities and</li> <li>• inform your decision-making for your business.</li> </ul> <p><b>Agenda and Speakers :</b></p> <ul style="list-style-type: none"> <li>➤ <b>Introduction – ( <a href="#">Local Enterprise Office Wicklow &amp; Kildare</a> )</b></li> <li>➤ <b>Information for All – How to Access Business Information Resources</b> <ul style="list-style-type: none"> <li>• Sandra Godkin, Senior Librarian, <a href="#">Central Business Library</a> , Ilac Centre</li> </ul> </li> <li>➤ <b>Information, Intelligence, Insights – How to use Market Research to best effect</b> <ul style="list-style-type: none"> <li>• Brian O’Connor, <a href="#">Mintel</a> Global Research</li> </ul> </li> <li>➤ <b>Insights Inform Action - Importance of Strategy and Actionable Plans</b> <ul style="list-style-type: none"> <li>• John Haran, CEO, <a href="#">HMC Global</a></li> </ul> </li> <li>➤ <b>Next Steps for potential Exporters - Supports from <a href="#">Local Enterprise Office</a></b> <ul style="list-style-type: none"> <li>• Adrian Frese, Export Advisor, LEO Kildare</li> <li>• Clodagh Whelan, Export Advisor, LEO Wicklow.</li> </ul> </li> </ul>
<b>Number of Participants:</b>	30

<p><b>Objective of the Information Briefing</b></p>	<p><b>Summary of Content &amp; Learning Objectives</b></p> <p><i>Do you need to find new customers, new markets, new revenue streams? Where do you start with market research to identify new opportunities? How do you find information on overseas markets? How do you evaluate information sources? How do you access market intelligence? ...and make sense of all this data to identify new market opportunities for your business?</i></p> <p>Market Research is essential for any company seeking to identify new market opportunities and to really understand your market (domestic or overseas) before committing resources to developing those opportunities.</p> <p>This 90min online briefing will provide you with practical information on sources of market information and market intelligence. This will help you to focus your research and ask the right questions, to inform your decision making for your business.</p> <p>The workshop is delivered with a strong focus on practical application, designed for small companies and sole traders that are trying to find reliable market information to inform their business decisions.</p> <p>Follow up clinics with a LEO Export Advisors may also be scheduled, in November, for those who are looking at export markets and want to discuss further supports for researching market opportunities.</p>
<p><b>Online Access</b></p>	<p>This is a free workshop. For companies based in Kildare or Wicklow. But <b>advance booking is essential</b>, in order to receive the event access link.</p> <p>This workshop will be delivered online via Microsoft Teams. You do not need to download MS Teams, as you can access via a browser.</p> <p>Please ensure that you used your active email address when booking. You will receive and email with <b>automatic confirmation of booking</b>. The <b>access link</b> will then be sent to you, by email, the afternoon before the event. <b>Please also check your junk mail box if you have not received the booking link by Tuesday 2<sup>nd</sup> November.</b></p>
<p><b>How to Book:</b></p>	<p>Book at: <a href="https://www.localenterprise.ie/Wicklow/Training-Events/Online-Bookings/">https://www.localenterprise.ie/Wicklow/Training-Events/Online-Bookings/</a></p>