




Oifig
Fiontair
Áitiúil
Local
Enterprise
Office

LOCAL
ENTERPRISE
WEEK 2017

05-10 MARCH

EVENTS SCHEDULE



www.localenterprise.ie/corkcity

Local Enterprise Office, Cork City



Local Enterprise Week 2017

Cork City Council, through its Local Enterprise Office, is once again delighted to announce its programme of events for Local Enterprise Week 2017. Cork City Council recognises the enormous contribution of micro enterprises in the city and Local Enterprise Week provides an opportunity for all of our local businesses to engage with the Local Enterprise Office and avail of some excellent supports by way of management development training and mentoring as well as participating in a number of networking events.

A wide range of events are scheduled covering Retail and Customer Service / Franchising / Food / Tips for Start-Ups / An Entrepreneurial “Journey” for young entrepreneurs / The Business of Books and Family Business to name but a few which will be of interest to anyone involved in the micro business sector in the city. The week will also be a great opportunity for people to learn from the experiences of others, get practical advice and make new contacts through the many networking events.



Ann Doherty,
Chief Executive,
Cork City Council.



Adrienne Rodgers,
Head of Enterprise,
Local Enterprise Office.

Schedule of Events...at a glance

Prior Booking Essential

Monday, March 6th

- 08:00 It's all about the Customer
- 09:00 Starting Local, Growing Global
- 09:30 Shaping Ireland's Future
- 16:00 Announcement of LEO Cork City's nominee for the National Enterprise Awards 2017
- 17:30 The 50 things to know before you start a business!

Tuesday, March 7th

- 09:00 Brand Storytelling: The foundation of your Growth Strategy
- 09:30 Business Advice Clinics at CIT (students)
- 13:00 Bouncing back from the Abyss - Entrepreneurial Success Stories
- 18:00 Books for Business: Titles to Inspire

Wednesday, March 8th

- 09:00 Trading Online: The Power of Digital Engagement for Your Business
- 09:30 Business Advice Clinics at City Hall
- 09:30 Business Advice Clinics at CIT (companies)

- 10:30 Partnership and Enterprise
- 13:30 Brexit-proof your Business
- 18:00 Franchising - a Proven Formula for Success
- 18:30 Start Your Own Business

Thursday, March 9th

- 09:30 Creative Business: Building a Brand in the gift/craft/fashion/design Sectors
- 10:00 Pitfalls and Practicalities - professionalising your Start-Up
- 10:30 Libraries for Business
- 14:00 Taste Cork - Food Innovation Workshop
- 17:30 The Entrepreneurial Journey - Your Destiny!

Friday, March 10th

- 09:00 CIT Prize for Innovation
- 12:30 Becoming an Entrepreneur in Ireland
- 14:00 Succession Planning for Family Businesses
- 18:30 Innovation in Irish Food and Drink: Past, Present and Future

Book events online at www.localenterprise.ie/corkcity



Tuula Harrington of Tuula@Designworks with Adrienne Rodgers, Head of Enterprise, Local Enterprise Office, Cork City, for the launch of Local Enterprise Week 2017.

Monday, March 6th

It's all about the Customer

Venue: Clayton Hotel, Lapps Quay, Cork.

Time: 08:00-11:30

Free

A morning of practical insights and tips from leading retailers and other service-based business owners. Keynote Speaker, Fergal Doyle, Arboretum, will share with Cork businesses the Arboretum formula for creating a destination business.

Starting Local, Growing Global

Venue: Springfort Hall
Country House Hotel,
Mallow, Co. Cork.

Free

Time: 09:00-12:45

A Women in Business conference featuring six female entrepreneurs Sarah O'Connor (Cool Beans), Siobhain Steele (Siobhain Steele Ceramics), Ingrid De Doncker (e-Quiddity), Caroline Workman (Hederman Smoked Salmon), Louise Ryan (Oh! Naturelle and Ball & Socket) and Noelle O'Connor (Tan Organics). MC Theresa Mulvihill (Smart Marketing Ltd.) will facilitate the presentations and panel discussion.

A joint Cork LEOs event

Shaping Ireland's Future

Venue: Opera House, Cork.

Time: 09:30-16:00

What does the future of business look like? How do firms grow during periods of chaos, uncertainty and rapid change? What does a productive, creative and innovate workplace demand from graduates? These are just some of the questions that will be addressed at this inaugural Cork University Business School (CUBS) Conference. Leading international experts from the spheres of finance, business, technology and politics will speak on a diverse range of topics and their effects on Irish business at Ireland's largest student-led, student-focused conference.

For more information visit:

<https://www.cubsucc.com/cubs-conference-2017/>

Tickets can be booked directly from the Opera House at:

<https://www.corkoperahouse.ie/event/cork-university-business-school-conference/2017-03-06/>

Announcement of LEO Cork City's nominee for the National Enterprise Awards 2017

Venue: City Hall, Cork.

Time: 16:00

The National Enterprise Awards honour the best and brightest small businesses and entrepreneurs in Ireland. These Awards were established to celebrate the achievements of Ireland's micro enterprise sector and are organised throughout the country's 31 Local Enterprise Offices. The Local Enterprise Office, Cork City will unveil its nominee to go forward to the National Enterprise Awards Event to be held in the Mansion House, Dublin on 25th May next.

With sponsorship from Cork LEOs

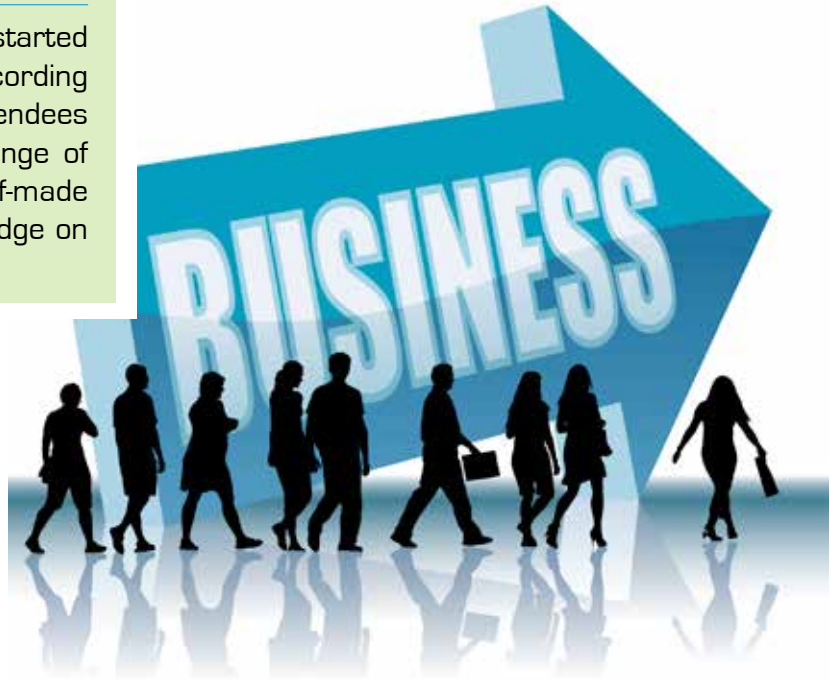
The 50 things to know before you start a business!

Venue: Board Room, Port of Cork,
Custom House Street, Cork.

Free

Time: 17:30-19:30

Delivered by the person who has started several successful businesses with, according to himself, “the grey hair to prove it”, attendees at this seminar will be treated to a range of practical tips from Pat Lynch, a self-made businessman, who will share his knowledge on starting a business.



Tuesday, March 7th

Brand Storytelling: The foundation of your Growth Strategy

Venue: Macdonald Kinsale Hotel & Spa,
Rathmore Road, Kinsale,
Co. Cork.

Free

Time: 09:00-13:00

In a rapidly evolving marketplace for food and drink, the ability to communicate an authentic and engaging brand story is a powerful component of any business' growth strategy. Provenance and transparency are key for food businesses wishing to create an emotional engagement with today's more conscious consumers. Join Taste Cork to explore the topic and hear from our guests and panellists.

A joint Cork LEOs event

Business Advice Clinics (students)

Venue: Nimbus Centre, CIT.
Time: 09:30

Free

Bouncing back from the Abyss - Entrepreneurial Success Stories

Venue: Creative Zone, Q.Floor,
Boole Library, UCC.

Free

Time: 13:00-14:00

Learn from the experience of the Speakers - Michael Greene (of Angel Hair Design and Milady Accessories) and John Wall (formerly GXP Systems) - who will share their entrepreneurial journeys, followed by Q & A.

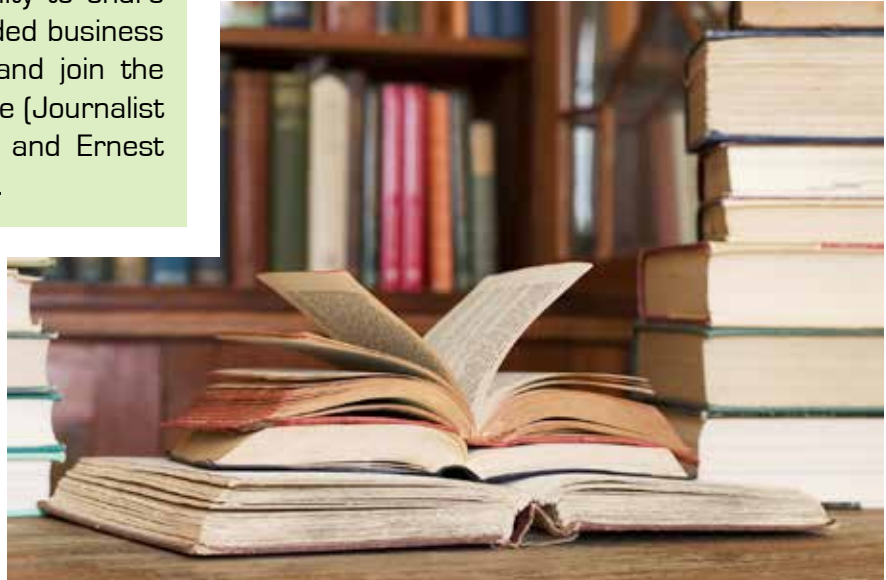
Books for Business: Titles to Inspire

Venue: Central Library,
Grand Parade, Cork.

Time: 18:00-20:00



Facilitated by Aodan Enright of Smarter Egg, this is an interactive discussion about the business books that inspire and an opportunity to share some of your thoughts with like-minded business people. Bring your favourite book and join the discussion with panellists Mary White (Journalist and Author), Julia Lynes (EazyCity) and Ernest Cantillon (Electric Bar & Restaurant).



Wednesday, March 8th

Trading Online: The Power of Digital Engagement for Your Business

Venue: Rochestown Park Hotel, Rochestown Road, Cork.

Time: 09:00 - 13:30

Free

The digital landscape has revolutionised Irish trading. As a result, businesses have changed the way they market themselves and sell to take advantage of the latest technologies and consumer trends. This conference will give you the opportunity to hear from key industry experts and to learn about supports available to your business. The Trading Online Voucher in particular offers small businesses and retailers the opportunity to apply for match funding to the value of €2,500 to develop and improve their online trading presence. Topics covered –

- Developing a digital marketing strategy
- The changing world of mobile
- Building a bespoke website for your business needs
- Optimise key social channels to engage your audience
- Establishing brand trust through content creation and storytelling
- An analytic look at social trends for your business ...with more to be announced!

A joint Cork LEOs event

Business Advice Clinic

Venue: Local Enterprise Office, Cork City,
City Hall, Anglesea St., Cork.

Time: 09:30 - 16:30

Free

At our Business Advice Clinic, you will be provided with one-to-one business advice, for an hour and 10 minutes, with a business mentor. Please note that for specific Legal, Tax or Accounts queries you should contact your Accountant or Solicitor. *Note: Only clients situated in Cork City Council's administrative area will receive a subsequent email confirming our offer of an appointment. If in any doubt please contact us on 021 4961828*

Business Advice Clinics (companies)

Venue: Nimbus Centre, CIT.

Time: 09:30

Free

Partnership and Enterprise

Venue: Council Chamber, City Hall,
Anglesea Street, Cork.

Time: 10:30-12:30

Free

A networking event for self-employed individuals who started their own business with support from the Dept. of Social Protection and the Back to Work Enterprise Allowance Scheme. Many attendees will have received advice from Cork City Partnership during early stages of start-up and their journey will also have been supported by Local Enterprise Office, Cork City in the form of funding for Start Your Own Business courses.

Brexit-proof your Business

Venue: Maryborough Hotel,
Douglas, Cork.

Time: 13:30-16:00

Free

The impending Brexit will mean that companies will face changes, opportunities and challenges, and consequently companies will need to address their Brexit strategy. Join Enterprise Europe Network (EEN) at Cork Chamber, in association with Local Enterprise Offices, Cork, to focus on how to Brexit-proof your business. Speakers will include Dr. Mary C. Murphy (UCC), John Finn (Treasury Solutions), PJ Timmins (The Alternative Board), Martin Corkery (Enterprise Ireland) and Eimear O'Mullane (EEN Network, Cork Chamber).

For further information or to book online, visit:

<https://corkchamber.chambermaster.com/eventregistration/register/3495>

Franchising - a Proven Formula for Success

Venue: Banking Hall, AIB,
66 South Mall, Cork.

Time: 18:00-20:00

Free

Presentations from the Irish Franchise Association, Franchisees and AIB followed by a panel discussion and Q & A session. SPEAKERS: David Killeen – Chairman, Irish Franchise Association; Alan Makim – Sector Specialist, AIB; Ed Murphy – Master Franchisor, SNAP Printing, Home Instead Senior Care and CeX; Mick O'Driscoll – former Munster & Irish professional rugby player and current Home Instead Senior Care franchisee; Brody Sweeney – entrepreneur and founder of O'Brien's sandwich chain and Camile Thai restaurants.

A joint Cork LEOs event with EEN at Cork Chamber

Start Your Own Business

Venue: Imperial Hotel,
South Mall, Cork.
Time: 18:30 - 21:30

€100

Have you got a business idea that you want to explore? Or, are you about to embark on running your own business? Then our Start Your Own Business programme is for you! This six-week programme will provide you with the steps involved in setting up your own business.

All Wednesdays

08/03/17	29/03/17
15/03/17	05/04/17
22/03/17	12/04/17



Thursday, March 9th

Creative Business: Building a Brand in the gift/craft/fashion/design Sectors

Venue: Inchydoney Lodge & Spa Hotel,
Clonakilty, Co. Cork.

Time: 09:30-13:00

Free

A creative business networking event for anyone involved in the gift / craft / fashion / design sectors. Learn from the keynote speakers and the panellists. MC is Méabh Ring.

A joint Cork LEOs event

Pitfalls and Practicalities – professionalising your Start-Up

Venue: Bank of Ireland – Workbench
70 St. Patrick's Street, Cork.

Time: 10:00-12:00

Free

Speakers from Fachtna O'Driscoll Solicitors and Buckley Kiely & Co., Chartered Accountants, will present on start-up case studies to illustrate how certain mistakes / costs etc. could have been avoided by obtaining professional assistance earlier in the start-up process. This will be followed by a Q&A session.

For enquiries and bookings, contact cian.moriarty@fodlaw.ie

Libraries for Business

Venue: Hollyhill Library,
Harbour View Road,
Knocknaheeny, Cork.

Free

Time: 10:30-11:30

An information session on resources in your local library to support business research.



Taste Cork - Food Innovation Workshop

Venue: Cork Incubator Kitchens,
Carrigaline.

Free

Time: 14:00 - 16:00

Innovation has now become one of the key elements within a business. As competition for customers and resources increase, the ability of a company to innovate is often more

important than any other factor in its sustainability. Join Taste Cork to hear from UCC experts, Dr. Maurice O'Sullivan & Professor Alan Kelly.

<https://www.localenterprise.ie/SouthCork/Training-Events/Online-Bookings/1-2017-Taste-Cork-Food-Innovation-Workshop.html>

A joint Cork LEOs event

The Entrepreneurial Journey - Your Destiny!

Venue: The Atrium, New Civic Offices,
City Hall, Anglesea Street,
Cork.

Free

Time: 17:30 - 20:45

Are you aged 18-35 and interested in entrepreneurship? If so, then join us on the entrepreneurial “stage” coach to meet other entrepreneurs who have been there, done that. This engaging and interactive entrepreneurial tour will take place on board a 52 seat coach on a route around Cork City and the MC for the evening will be Jonathan Healy from Newstalk. Prior to the departure of the coach join us in the Atrium of City Hall from 5.30pm for light refreshments. This excursion will provide all on board with an insight from various stage entrepreneurs who will share their stories. The coach will depart from outside City Hall at 6.30pm sharp. Spaces are strictly limited so if you are aged 18-35 and want to join us on board book your place today to avoid disappointment.

A joint Cork LEOs event



Friday, March 10th

CIT Prize for Innovation

Venue: CIT Campus.

Time: 09:00 – 13:30

**Invite
only**

The CIT Prize for Innovation is an annual competition held on CIT's Bishopstown Campus. The competition awards cash prizes to those whose inventions and business ideas are judged most creative, novel, innovative and likely to succeed in the marketplace. The Cork LEOs are sponsors of the overall winner of the CIT Prize for Innovation

With sponsorship from Cork LEOs

Becoming an Entrepreneur in Ireland

Venue: Hollyhill Library,
Harbour View Road,
Knocknaheeny, Cork.

Time: 12:30 – 14:00

**Invite
only**

Aimed at senior cycle business studies students attending northside Cork city secondary schools and in collaboration with Gurrabraher Credit Union, local entrepreneurs will give insight into what it takes to translate a good idea into a successful business and demystify the whole area of starting your own business.

Innovation in Irish Food and Drink: Past, Present And Future

Venue: UCC
Time: 18:30



10th-12th March

Book on <http://www.uccconferencing.ie/product/ucc-food-conf/>

With sponsorship from Taste Cork

Succession Planning for Family Businesses

Venue: Northside for Business Campus, North Ring Road, Cork.
Time: 14:00-16:00



Are you prepared for succession? From managing expectations, to starting a conversation, to making a Will and being aware of the ways to avoid the pitfalls of the process of succession, this information seminar is for family business and emerging next generation owners. A startling statistic - 72% of Irish owned family businesses cease to trade within 5 years of the death of the founder. Do you have a plan? David Donegan and J J O'Connell are two of Ireland's most expert family business advisers and with a combined 50 years of experience they will provide you with a valuable insight into succession planning.

Acknowledgements

Local Enterprise Office, Cork City wishes to acknowledge and thank organisations and businesses who have generously partnered with us in the delivery of our programme of events for Local Enterprise Week 2017.

- Cork City Libraries
- Port of Cork
- Cork City Partnership Ltd
- Enterprise Europe Network at Cork Chamber
- Gurrabraher Credit Union
- AIB
- Bank of Ireland – Workbench
- Fachtna O’Driscoll Solicitors
- Buckley Kiely & Co., Chartered Accountants
- Republic of Work
- Taste Cork
- Plato Business Network
- Donegans Solicitors
- CIT
- UCC
- Cronin’s Coaches
- Teamwork
- Pat Lynch, Compliance and Risks Ltd
- Local Enterprise Offices – South Cork and North & West Cork
- Department of Communications, Climate Action and Environment






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**www.localenterprise.ie/corkcity
info@leo.corkcity.ie
021-4961828**

