



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office

LOCAL ENTERPRISE WEEK 2018



Ireland's European Structural and
Investment Funds Programme
2014-2020
Co-funded by the Irish Government
and the European Union



European Union
European Regional
Development Fund



Comhairle Contae
Dhún na nGall
Donegal County Council

5th - 9th MARCH 2018

LEARN FROM THE PAST – LOOK TO THE FUTURE

Every business can look back to where they have been, but they should also be always looking ahead to where they want to go. That's what we are inviting Donegal businesses to do this year during Local Enterprise Week 2018, when our theme for the week is *'Back to the Future.'*

Local Enterprise Week has been a key part of the calendar for Local Enterprise Office, Donegal, for over a decade now and while our vision has since been followed to make this a national event, here in Donegal we continue to lead the way in terms of quality and quantity. As the agency with primary responsibility for small business development in the county, Local Enterprise Office, Donegal, like the businesses we engage with, can very much relate to this year's theme.

Our team has been undergoing some change over the past few months and while we look back with pride at our record of assisting small businesses over the years, we are still looking forward with confidence to building on that record. Just before Christmas we launched our Local Enterprise Office Development Plan 2017-2020 where we set out our aims and objectives for the next number of years. The vision in the plan is to make Donegal an attractive and competitive location for setting up and doing business, thereby creating a sustainable economy with a strong focus on employment and international markets. To achieve this vision, we aim to continue to provide high quality supports and services that promotes entrepreneurship, fosters start-ups and drives the development of businesses and our local economy.

When the plan was launched we said at the time that collective engagement was a vital ingredient in making the delivery of the aims and objectives a reality. With that in mind, it is heartening to see the level of collective engagement from other agency partners in helping to put together a hugely comprehensive list of events for this year's Local Enterprise Week. Our programme every year is put together in response to the needs of the business community in Donegal. We are delighted once again to have some fantastic local, national and international speakers bringing their expertise and experience to the county.

We have no doubt that local businesses will find many learning and networking opportunities over the course of the week and we urge each and every one of you to make the most of the opportunity.

While the past is important, it is not nearly as important to your present, as the way you see your future.

Seamus Neely | Chief Executive, Donegal County Council

Michael Tunney | Head of Enterprise, Donegal

Minister Pat Breen TD at National Launch of
Local Enterprise Week 2018
with Head of Enterprise Michael Tunney



SCHEDULE

Join us for
Local Enterprise
Week 2018
5th - 9th March

To Book.....

WWW

www.localenterprise.ie/donegal



patricia.clarke@leo.donegalcoco.ie



074 91 60735

P	DAY	VENUE	TIME
MONDAY 5TH			
5	Life in the Fast Lane Official Launch of Enterprise Week 2018	Solis Lough Eske Castle, Donegal Town	9.30am - 11.00pm
5	Building an E-Commerce Website	CoLab Boardroom, LYIT, Letterkenny	9.00am - 4.00pm
6	Developing a Niche Business	Solis Lough Eske Castle, Donegal Town	11.30am - 1.00pm
7	Movie Premiere & Book Launch of Donegal - We Make Things	Buncrana Cinema	7.00pm - 9.00pm
TUESDAY 6TH			
8	The Challenge of Brexit	Seomra Boird, Áislann Ghaoth Dobhair	9.30am - 11.30am
8	Clinic Eolais Údarás na Gaeltachta / Information Clinic	Fintown & Downings	10.00am - 1.00pm
8	Food Photography & Styling for Social Media	Castle Grove House, Letterkenny	10.15am - 1.00pm
9	Launch of the Work Matters Service in Donegal Libraries	Central Library Letterkenny,	12noon - 12.30pm
9	The Legal Requirements of setting up a Food Business	Local Enterprise Office, Letterkenny	2.00pm - 4.00pm
10	Creating Innovative Start-Ups in the Gaeltacht	Fiontarlann, Baile na Móna, Kilcar	8.00pm - 10.00pm
WEDNESDAY 7TH			
11	Our Diaspora - Opportunities for Business	Silver Tassie Hotel, Letterkenny	8.30am - 11.00am
12	Research, Development & Innovation Funding	Co-Lab, LYIT, Port Rd, Letterkenny	8.30am - 12.30pm
12	Open Day At The Wisar Lab	Co-Lab, LYIT, Port Rd, Letterkenny	9.00am - 5.00pm
13	DICE - Design, Innovation, Creativity & Enterprise	LYIT, Port Rd, Letterkenny	9.30am - 8.00pm
14	Maximising the opportunity of the Wild Atlantic Way	Waterfront Hotel, Dungloe	10.00am - 2.00pm
14	The Áislann Ghaoth Dobhair Story	Aisleann Ghaoth Dobhair	2.00pm - 3.00pm
15	Trends & Opportunities within the Food & Drink Sector	Local Enterprise Office, Letterkenny	2.00pm - 4.00pm
15	Book Launch by Brian McDermott - Donegal Table	Redcastle Oceanfront, Redcastle	7.30pm - 9.30pm
THURSDAY 8TH			
16	Profit First	Co-Lab, LYIT, Port Rd, Letterkenny	9.00am - 4.00pm
17	Intellectual Property & Your Business	Local Enterprise Office, Letterkenny	10.00am - 12.00pm
17	Clinic Eolais Údarás na Gaeltachta / Information Clinic	Glencolmcille	10.00am - 1.00pm
17	Creative Coast Donegal presents A Stitch in Time	Regional Cultural Centre, Letterkenny	11.30am - 12.45pm
18	European Export Outlook - The Netherlands	Local Enterprise Office, Letterkenny	2.00pm - 4.00pm
19	Donegal Women in Business - Start Up Clinic & Exhibition	Station House Hotel, Letterkenny	3.00pm - 7.00pm
20	Agency Support for Business & Employees	LYIT, Port Rd, Letterkenny	6.00pm - 8.30pm
FRIDAY 9TH			
21	Future Proof Your Marketing	McGettigans Hotel, Letterkenny	10.00am - 1.00pm

IRELAND'S

BEST YOUNG

ENTREPRENEUR

TWO DONEGAL FINALISTS IN NATIONAL YOUNG ENTREPRENEUR FINAL

Two young entrepreneurs from Donegal will carry the best wishes of the business community in the county to Dublin as Local Enterprise Week commences nationwide with the National Finals of Ireland's Best Young Entrepreneur.

Thomas McLaughlin of Tadáias and Ciara McGlynn from Niche Specialist Staffing Partners scooped their respective regional titles at the regional finals in Donegal in January to progress to the national stages of the prestigious competition. Having won the Best Established Business category in Donegal in December Thomas McLaughlin of Tadáias Premium Cycling Apparel said he was thrilled to take the Regional Title in the face of some strong competition.

"It is really great to go on now to Google for the national final. It is more validation for the company and reward for all the hard work put in. It is great to have that from your peers."

Ciara McGlynn of Niche Specialist Staffing Partners took the award for Best Start Up Business.

"We had a phenomenal boost after winning the Donegal final. We used it as a platform for our American clients as part of our Irish story and we generated two new clients from that. I am thrilled to have won the Regional Final as well and now I really am looking forward to going to the national competition."

Head of Enterprise in Donegal, Michael Tunney, said it is fantastic for the county to have two businesses competing in the national finals.

"Since the IBYE competition started, businesses coming through the competition in Donegal have performed at a consistently high level. The contest is a springboard for young entrepreneurs who want to start or expand their business and we are very pleased with the spirit of entrepreneurship in the county among our young people."

"Taking part in the contest makes them aware of the supports and services on offer at the Local Enterprise Office and we're delighted to say that many past participants are still engaging and working to strengthen their business."

"The competition in Donegal this year was once again of exceptionally high standard. We are very proud of the three businesses who moved on to represent us at the Regional Awards and absolutely delighted that Thomas and Ciara will now contest the National Finals in March."



LIFE IN THE FAST LANE - OFFICIAL LAUNCH OF LOCAL ENTERPRISE WEEK

Registration: 9.00am **Start Time:** 9.30am **End Time:** 11.00am **Location:** Solis Lough Eske Castle, Donegal Town
Guest Speaker: Donagh Kelly **Booking:** www.localenterprise.ie/donegal or Tel: 074 9160735

Local Enterprise Week will be officially launched by Cathaoirleach, Gerry McMonagle and Seamus Neely, Chief Executive of Donegal County Council. This event will feature guest speaker Donagh Kelly, CEO of KN Group who will share a presentation on Creating and Growing a National Brand, charting the journey of his company over the last 24 years and looking down the road to what the years ahead might hold for them.

In 1994, whilst working as a Junior Quantity Surveyor in Scotland for Ashbourne Communications, Donagh established KN Transport Services. Having successfully led an MBO of the Broadband Services International business in 2002 he swiftly integrated the company into KN Network Services and reshaped the group to become one of the largest utility companies operating in Ireland.

Donagh has since further developed the business to have a presence in Northern Ireland, UK, Africa and the Caribbean, operating in the telecoms, transport infrastructure and energy sectors.



BUILDING AN E.COMMERCE WEBSITE

Registration: 8.45am **Start Time:** 9.00am **End Time:** 4.00pm **Location:** CoLab Boardroom, LYIT
Guest Speaker: Loughlin Sweeney **Booking:** patrick.donaghy@lyit.ie (Limited to 10 participants)

Loughlin McSweeney has over 15 years experience in web application and e-commerce design and development and has worked with SMEs and MNCs in both developer and consultancy roles.

He led the development team behind Ireland's first crowdfunding website Fund:it (www.fundit.ie) which to date has raised over €5m in revenue for independent artistic projects.

Loughlin is a member of the Shopify experts programme and specialises in getting businesses e-commerce ready using the Shopify platform.



DEVELOPING A NICHE BUSINESS

Registration: 11.15am **Start Time:** 11.30am **End Time:** 1.00pm **Location:** Solis Lough Eske Castle, Donegal Town

Featuring: Karen Campbell, Eugene McBrearty, Michael Masterson

Booking: www.localenterprise.ie/donegal or Tel: 074 9160735

Business Consultant Jim Meehan hosts a panel discussion with:



Karen Campbell, Sales & Marketing will represent Irish Pressings based in Derrybeg who manufacture press tools, components and prototypes to the automotive industry as well as meeting the needs of a range of engineering customers in various industries. The company exports 95% of product made on site internationally.



Eugene McBrearty is Managing Director of KER Group and is based in Killybegs. Progressing from electrical apprentice to refrigeration engineer and more recently project manager, Eugene has extensive experience on and off-shore with the fishing fleet in Killybegs and internationally. KER Group is also well recognised in the oil and gas industry having worked during the oil explorations for the Corrib Oil field.



Michael Masterson, Managing Director of Moll Industries in Donegal Town, a custom Medical Injection Moulding and Contract manufacturing company for Life Science and High Tech Products, will also take us through his company journey.



BOOK LAUNCH & MOVIE PREMIERE OF DONEGAL – WE MAKE THINGS

Registration: 6.45pm **Start Time:** 7.00pm **End Time:** 9.00pm **Location:** Buncrana Cinema, St. Mary's Road, Buncrana

MC: Anton Savage

Featuring: Patrick McLaughlin, Ian Mason, Andrew McElhinney, Mark Patton, Danny and Jay MacBride, James Cuddihy

Booking: www.localenterprise.ie/donegal or Tel: 074 9160735



Tucked away in workshops and work units across Donegal are many people who refuse to be average, who refuse to be held back by how others perceive living in Donegal to be.

These are ordinary people, but their extraordinary talent is their understanding that determination to rise above the doubt is the only way to soar.

On Monday night of Local Enterprise Week 2018, Local Enterprise Office Donegal will celebrate the stories of six of these successful businesses with the launch of a short movie and a book that documents their stories. MC for the evening is national broadcaster Anton Savage.

This is truly a celebration of the fact that manufacturing is not only possible – but is truly alive and well in Donegal.

For any manufacturing business in need of inspiration, or motivation – this is an absolute must see.

THE CHALLENGE OF BREXIT

Registration: 9.15am **Start Time:** 9.30am **End Time:** 11.30am **Location:** Seomra Boird, Aisleann Ghaoth Dobhair
Booking: ais.nifhearraigh@udas.ie Tel: 074 9560100

This event, hosted by Údarás na Gaeltachta, is aimed at SME's seeking the latest advice and information on Brexit, to help them plan, act and engage for the new trading relationships that may emerge from BREXIT negotiations.

CLINIC EOLAIS ÚDARÁS NA GAELTACHTA/INFORMATION CLINIC

Start Time: 10.00am **End Time:** 1.00pm
Location: Aras Sheáin Bháin, Baile na Finne / Fintown
Booking: mmge@udas.ie Tel: 074 9560100

Start Time: 10.00am **End Time:** 1.00pm
Location: Áras Ros Goill, Na Dúnaibh / Downings
Booking: mmge@udas.ie Tel: 074 9560100

Information clinics for anyone with a new business idea and start-ups.

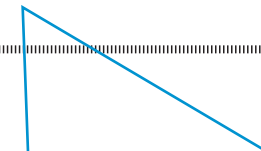
FOOD PHOTOGRAPHY AND STYLING FOR SOCIAL MEDIA

Registration: 10.00am **Start Time:** 10.15am **End Time:** 1.00pm **Location:** Castle Grove County House Hotel, Letterkenny
Guest Speaker: Imen McDonnell and Clíodhna Prendergast **Booking:** patricia.clarke@leo.donegalcoco.ie

Food producers and food service businesses will understand the importance of taking photos of their work for social media. This workshop is an opportunity to learn from experienced photographers and stylists Imen McDonnell and Clíodhna Prendergast from Lens & Larder.

Imen and Clíodhna will deliver for a masterclass in smartphone food photography and styling for social media. The team will introduce participants to essential food photography tips, natural lighting, styling techniques, various shooting styles and photo editing techniques necessary to make mouth-watering food photos for your product or business. Imen and Clíodhna will also explain how participants can use food photography for storytelling.

Participants are encouraged to bring a smartphone capable of shooting clear, high resolution images. A light lunch will be served. Strictly limited to food producers and businesses in the food hospitality and service sector and only 15 places are available. Booking is essential.



LAUNCH OF THE WORK MATTERS SERVICE IN DONEGAL LIBRARIES

Registration: 11.45am **Start Time:** 12.00 noon **End Time:** 12.30pm **Location:** Central Library Letterkenny, Oliver Plunkett Road, Letterkenny.
Booking: central@donegallibrary.ie Tel: 74 9124950

Work Matters is a new national library programme to support employment and entrepreneurship in the local community by providing access to high quality information and resources. The service targets job seekers and young entrepreneurs at an early stage of their business development.

Each of the five library locations across the county will have a dedicated hot desk where patrons can access IT and printing facilities as well as an extensive range of appropriate books and online resources. The programme will also act as a promotion and referral service for the dedicated employment and business support services such as LEO, INTREO, ETB and CIS.

The launch of this service will appeal to organisations that support job seekers and young entrepreneurs.

THE LEGAL REQUIREMENTS OF SETTING UP A FOOD BUSINESS

Registration: 1.30pm **Start Time:** 2.00pm **End Time:** 4.00pm
Location: Local Enterprise Office, Enterprise Fund Business Centre Ballyraine, Letterkenny
Guest Speaker: Representative of Food Safety Authority of Ireland
Booking: www.localenterprise.ie/donegal or Tel: 074 9160735

This workshop will run through all the elements that apply in relation to registering a food business, the food hygiene rules that apply, food hygiene training requirements as well as putting in place a food safety management system based on HACCP, traceability and labelling requirements.

Participants will get an opportunity to ask questions as the workshop will conclude with a Q&A.



AG CRÚTHÚ GNÓLACHTAÍ NUA-THIONSCANTA NUÁLACHA SAN GHAELTACHT (CREATING INNOVATIVE START-UPS IN THE GAELTACHT)

Start Time: 8.00pm **End Time:** 10.00pm **Location:** Fiontarlann, Baile na Móna, Cill Chartha. (Kilcar)

Guest Speakers: Finbarr Bradley, Thomas Ellis, Ultan Faherty **Booking:** Eunan Mac Cuinneagáin 074 9738333 nó ecunningham@westbic.ie



Finbarr Bradley

Finbarr Bradley teaches at the UCD Smurfit School. He was a professor of finance at DCU where he also set up the Irish-medium centre, Fiontar. He has co-authored a number of books including, *Digging Deeper: How Purpose-Driven Enterprises Create Real Value* [2017], and *The Irish Edge: How Enterprises Compete on Authenticity and Place* [2013]. He has an engineering degree from UCC and a PhD in international finance from New York University (NYU).



Thomas Ellis

Thomas Ellis grew up in Glencolmcille and after working in Dublin as a carpenter/joiner for companies such as Finlay Breton Ltd and Kingspan Fabrik Ltd moved back home in 2009. Restoring some traditional CDB beehives for neighbours led to an interest in beekeeping and he saw that a viable business could be created for the provision of beehives and accessories. In 2013 he set up Beachóga Dhún na nGall Teo and 5 years later the company has grown to be the largest beekeeping supply company in Ireland and is in the top 5 suppliers in the UK.



Ultan Faherty

Ultan Faherty is Area Manager with WestBIC in the North West region with responsibility for the provision of business planning and project development support to new high-potential start-up projects and expanding knowledge intensive businesses. An Assistant Lecturer on Letterkenny Institute of Technology's Retail Management Programme and the BBS Lifelong Learning Programme, he has acted as a business and innovation mentor on various business development programmes including delivery of training modules to young people as part of various EU supported projects.

OUR DIASPORA – OPPORTUNITIES FOR BUSINESS

Registration: 8.00am **Start Time:** 8.30am **End Time:** 11.00am **Location:** Silver Tassie Hotel, Ramelton Road, Letterkenny
Guest Speaker: Kingsley Aikin
Booking: www.localenterprise.ie/donegal or Tel: 074 9160735



This workshop will be delivered by Mr. Kingsley Aikin, the founder and CEO of Diaspora Matters, a Dublin based consultancy company that advises countries, cities, regions, companies and organisations on how to develop strategies to connect with their Diaspora.

The event is targeted at Donegal businesses interested in exploring opportunities to do business through the Diaspora. It will focus on the process of engagement, the importance of networking and will identify best practice models in other countries reviewing strategies that worked well and those that did not.

This interactive and motivational session will give businesses the practical tools to engage successfully with the Diaspora. Upon leaving businesses will feel enthusiastic about exploring the opportunity to connect with our Diaspora as a means of developing their business.



RESEARCH, DEVELOPMENT AND INNOVATION FUNDING

Start Time: 8.30am **End Time:** 12.30pm (with a light lunch)
Location: CoLab, LYIT Port Road, Letterkenny, Co Donegal
Booking: www.eventsforce.net/enterpriseireland/2285/register

Enterprise Ireland, North West Region invites you to an early morning briefing on our new Agile Innovation, Research and Development funding programmes at the CoLab, Letterkenny Institute of Technology.

Hear from local companies who have successfully applied and implemented their R&D projects, speakers from Enterprise Ireland's In-Company R&D Supports and Enterprise Ireland's Innovation Dept and Technology Gateways. Attendance is free but pre registration required.

OPEN DAY AT THE WISAR LAB

Start Time: 9.00pm **End Time:** 5.00pm **Location:** Colab, LYIT, Letterkenny
Booking: Stephen.Seawright@lyit.ie Tel: +353 74 9186462

The Wireless Applied Research Lab is a centre of innovation with expertise in the Internet of Things, electronics and software. The Lab will be open to visitors to demonstrate industry projects and staff will be available to explain how Donegal SMEs can engage with the WiSAR Lab and the wider capability within LYIT.



DICE - DESIGN, INNOVATION, CREATIVITY AND ENTERPRISE

Start Time: 9.30am **End Time:** 8.00pm **Location:** LYIT, Port Road Letterkenny

Guest Speakers: Aileen Faller, Shawn Kelly, Ryan Tracey, Lucia Fontes, Noel Feeney, Colman Walsh

DICE (Design, Innovation, Creativity & Enterprise) provides inspiration to creative students and practitioners in the North West of Ireland, showcasing and discussing the role and future of design within business and society.

DICE SESSION 1 - Location: Room 1101

- 9.30 – 9.50 REGISTRATION
- 10.00 – 10.10 WELCOME
- 10.10 – 10.20 **FASHIONING THE FUTURE** - Fashion@LYIT
- 10.20 – 11.00 **PEAKY BLINDER** - Aileen Faller - Costume Design for Derry Girls & Game Thrones
- 11.00 – 11.40 **LIGHTNING TALKS**
 - 11.00 - 11.15 INDIEBOOM - Animation Award Winner, Shaun Kelly
 - 11.15 - 11.30 HACKATHON - Pramerica & @LYITDesign
 - 11.30 - 11.45 DUFF BALLOONS - Ryan Tracey, Innovation & Enterprise
- 11.50 – 12.30 **SHOOTIN'** - Michael McLaughlin - Fine Art & Commercial Photography

LUNCH

SESSION 2

- 13.30 – 14.10 **GOOGLE** - Lucia Fontes, UX Program Manager, Google (London)
- 14.10 – 14.50 **GREEDY PIG** - Noel Feeney - Multidisciplinary Design
- 14.50 – 15.30 **IRELAND - THE USER EXPERIENCE** - Colman Walsh - UXTraining
- 15.30 – 16.30 **Q&A: BACK TO THE FUTURE** - Where it began - When it went wrong - Where it's going.

SESSION 3 - Location: An Danlann (LYIT)

NxNW Tech MeetUp; UX & Design Thinking

- 18.15 – 18.30 REGISTRATION
- 18.30 – 19.00 WELCOME - Food/Network/Showcase
- 19.00 – 19.20 **WALLPAPER PROCESS** - #DesignThinking Product Launch - Padraic Lynch
- 19.20 – 19.40 **LUCIA FONTES** - UX Program Manager, Google London
- 19.40 – 20.00 **COLMAN WALSH** - Design Thinking

FIN



MAXIMISING THE OPPORTUNITY OF THE WILD ATLANTIC WAY

Start Time: 10.00am **End Time:** 2.00pm **Location:** Waterfront Hotel, Dungloe
Booking: Maire Aine Gardiner, Email: maireaine.gardiner@failteireland.ie Tel: 074-9160026

The presence of the Wild Atlantic Way within the international markets continues to gain momentum and success, with many tourism businesses utilising it to attract international visitors.

For those not doing that already, this workshop hosted by Fáilte Ireland will equip you with all you need to know about maximising the opportunity of the Wild Atlantic Way to ensure you grow your number of visitors and revenue.

SCÉAL ÁISLANN GHAOTH DOBHAIR THE ÁISLANN GHAOTH DOBHAIR STORY

Start Time: 2.00pm **End Time:** 3.00pm
Location: Aisleann Ghaoth Dobhair, Pairc Gno, Ghaoth Dobhair
Guest Speaker: Donnchadh O'Baoill **Booking:** dob@udaras.ie Tel: 074 9560100

This presentation will outline the development of Áislann Ghaoth Dobhair and the history of Páirc Ghnó Ghaoth Dobhair (The Gaoth Dobhair Business Park), from the establishment of one of the first planned rural Industrial Estates in the Republic of Ireland to the transformation of the employment landscape in the North West Gaeltacht.

The talk will also focus on modern day activities in attracting investments to the Business Park and Údarás na Gaeltachta's aim to further develop the Gaoth Dobhair Business Park to create a dynamic hub to serve the local community and businesses in the North West region.



TRENDS AND OPPORTUNITIES WITHIN THE FOOD AND DRINK SECTORS

Registration: 1.30pm **Start Time:** 2.00pm **End Time:** 4.00pm **Location:** Local Enterprise Office, Enterprise Fund Business Centre, Ballyraine, Letterkenny.
Guest Speaker: Brian O'Connor **Booking:** www.localenterprise.ie/donegal or Tel: 074 9160735

Mintel Ireland's Senior Consumer Analyst and Research Production Manager Brian O'Connor will host this workshop covering such areas as:

- What trends are driving consumer purchases of food - what drives their buying habits and what are their main purchase influencers?
- What are the key priorities to Millennials when buying food? Does the priority for value for money change as consumers age?
- How sales in the grocery sector are expected to develop in the next five years?
- What are the latest trends abroad that might play well in Ireland?
- What areas are likely to experience growth and what opportunities exist within the market?

Brian holds a BSc Hons degree in Marketing with a Diploma in Industrial Studies. His primary areas of expertise are in the Irish hospitality industry and tourism markets.



BOOK LAUNCH BY BRIAN MCDERMOTT - DONEGAL TABLE

Start Time: 7.30pm **End Time:** 9.30pm **Location:** Redcastle Oceanfront, Golf & Spa Hotel, Redcastle.
Guest Speaker: Brian McDermott and Neven Maguire **Booking:** eventbrite.ie

Brian McDermott is an award-winning chef who is passionate about sharing his love of food with others. As a host, presenter and demonstrator, he is one of the most sought-after chefs on the Irish food-festival circuit.

He also runs his own cookery school in Moville, County Donegal and is a food consultant to some of the best-known names in Irish food. He is the author of the successful cookery book Reunite with Food and is a regular on RTÉ and BBC television and radio, and in the local and national press.

His new book, Brian McDermott's Donegal Table, is being launched at this special event that will also include live cookery demonstrations. No registration permitted on the evening of the event. Attendees should book on www.eventbrite.ie before the launch.





PROFIT FIRST

Start Time: 9.00am **End Time:** 4.00pm **Location:** Colab, LYIT, Port Road, Letterkenny, Co. Donegal

Guest Speaker: Pádraic Ó Máille **Booking:** patrick.donaghy@lyit.ie

This one day workshop sponsored by the Letterkenny Chamber of Commerce and CoLab will help owners transform their business from a cash-eating monster to a money-making machine.

It's possible, and the solution is simpler than you think. Pádraic Ó Máille, founder of SMÁCHT has teamed up with Mike Michalowicz, author of Profit First, to deliver a counter-intuitive cash management system that has helped thousands of businesses break out of the doom spiral and achieve instant profitability.

Participants can expect to learn:

- Why most businesses are out-of-control cash-eating monsters.
- The four core principles of Profit First.
- How to practically and physically set up Profit First in your business today.
- How to assess the financial health of your business.
- Why and how to eliminate debt.
- How to find money within your business.
- How to turbocharge a sales drive within your business.
- How to develop a positive, charismatic and resilient attitude towards the continued development of your business.

Pádraic helps business owners and entrepreneurs put profit as a serious objective in their lives and helps them implement routines and systems that ensure they're profitable almost immediately.

INTELLECTUAL PROPERTY AND YOUR BUSINESS

Registration: 9.30am **Start Time:** 10.00am **End Time:** 12 noon

Location: Local Enterprise Office, Enterprise Fund Business Centre, Ballyraine, Letterkenny

Booking: www.localenterprise.ie/donegal or Tel: 074 9160735

An introduction to Intellectual Property (IP), covering all aspects of IP, including patents (for inventions, function), trade marks (name, logo, slogans) and designs (appearance, shape & configuration). It will explain how to search free databases to avoid possibly infringing the IP of others as well as ensuring you don't miss opportunities for protection. The different routes available nationally and abroad, will be covered along with approximate costs involved. This workshop will conclude with a Q & A session.

CLINIC EOLAIS ÚDARÁS NA GAELTACHTA / INFORMATION CLINIC

Start Time: 10.00am **End Time:** 1.00pm **Location:** Oideas Gael, Gleann Cholm Cille/ Glencolmcille.

Booking: mmge@udas.ie Tel: 074 9560100

Information clinic for anyone with a new business idea and start-ups.

A STITCH IN TIME...

Registration: 11.00am **Start Time:** 11.30pm **End Time:** 12.45pm **Location:** Regional Cultural Centre, Letterkenny

Guest Speaker: Erika Fox **Booking:** www.localenterprise.ie/donegal or Tel: 074 9160735

Creative Coast Donegal will focus on fashion during Local Enterprise Week 2018 with a keynote address from renowned digital influencer Erika Fox of Retro Flame. Erika is a Fashion and Lifestyle Blogger currently living in New York City. She has worked in Fashion PR, with Whitney Port, at Refinery29, with Olivia Palermo and most recently as the Social Media Manager at NYC Fashion powerhouse, Camuto Group.

Recently named as one of Irish Central's 'Top 40 Digital Influencers' in the U.S. Erika is also listed as one of the 'Top 20 New York Style Bloggers.' Retro Flame is a Fashion and Lifestyle Website documenting Erika's work, travels, outfits and inspirations. Through blogging, she has worked with brands such as Michael Kors, Vera Wang and Ted Baker and has been featured in a wide range of national and international publications.





EUROPEAN EXPORT OUTLOOK – THE NETHERLANDS

Registration: 1.30pm **Start Time:** 2.00pm **End Time:** 4.00pm **Location:** Local Enterprise Office, Enterprise Fund Business Park, Ballyraine, Letterkenny
Guest Speaker: Steve Murnaghan **Booking:** www.localenterprise.ie/donegal or Tel: 074 9160735

Steve Murnaghan, Export Consultant, based in Amsterdam will present an overview of the Netherlands, Ireland's 2nd most important mainland European export market, including:

- Overview of The Netherlands.
- The economy and key business sectors.
- Dutch Business Climate and Mentality.
- Why Export to the Netherlands – the Gateway to Europe?
- Case Study of SMEs successfully doing business with the Netherlands.
- Opportunity for Questions.



DONEGAL WOMEN IN BUSINESS - START UP CLINIC AND EXHIBITION

Start Time: 3.00pm **End Time:** 7.00pm **Location:** Station House Hotel, Letterkenny

Booking: donegalwomeninbusinessnetwork@gmail.com

As part of Local Enterprise Week, and in celebration of International Women's Day, Donegal Women in Business Network and the Allied Irish Bank, are hosting a Donegal Business Start Up Clinic - a free exhibition for women interested in business, thinking about starting, or expanding a business and opportunities to network with business women in the county.

Come and talk to Network members for support and be inspired by their stories.

Practical help and advice from those who have done it before on how to start up a new business.

- Learn more about sources of finance, tax, accounts.
- Advice on websites, design, marketing.
- Discover social media for business, e-commerce and how to find your customers online.
- Meet women with a wide range of business services to help you on your enterprise journey.
- Quiet coffee corner to chat and network with Donegal Women in Business Network members.
- Visit the Health & Well-being section business area.
- Become a member of the Network for only €40 per year.



AGENCY SUPPORT FOR BUSINESS AND EMPLOYEES

Registration Time: 5.30pm **Start Time:** 6.00pm **End Time:** 8.30pm **Location:** LYIT, Port Road, Letterkenny, Co. Donegal
Booking: Orandoherty@regionalskills.ie



This event is being coordinated by the Regional Skills Forum which was established by the Department of Education and Skills to support collaboration between industry and local education and training providers.

This “one-stop-shop” event will hear presentations from Donegal ETB, Letterkenny Institute of Technology, Enterprise Ireland, Local Enterprise Office and the full range of agencies providing support to employers and employees in relation to flexible education and training programmes for those in employment, recruitment of learners, funding for training, apprenticeships, traineeships, research and innovation, support for new start-ups and much more.

After the presentations, employers can speak to the agencies present on a one to one basis.

Agencies with stands at the event will include: Letterkenny Institute of Technology (LYIT), Donegal Education and Training Board, Retail Ireland Skillnet, Tech North West Skillnet, Rural Enterprise Skillnet, Enterprise Ireland, Údarás na Gaeltachta, Local Enterprise Office Donegal, Donegal Local Development Company, IBEC, Inishowen Partnership, INTREO and Letterkenny Chamber of Commerce.



FUTURE PROOF YOUR MARKETING

Registration Time: 9.30am **Start Time:** 10.00am **End Time:** 1.00pm **Location:** McGettigans Hotel, Upper Main St., Letterkenny

Booking: www.localenterprise.ie/donegal or Tel: 074 9160735

Guest Speakers: Colin McKeown Creative Director, Whitespace & Gareth Dunlop CEO, Fathom.

Business Case Studies:



Thomas McLaughlin of Tadáias



Jess Kavanagh of Ollan



Mark Doherty of Century Cinemas

The world of marketing can be challenging, with many businesses unsure of what techniques and tools they should use. This interactive and motivational workshop hosted by Colin McKeown and Gareth Dunlop will explore the fundamentals of marketing – what’s important in building your business and brand and how businesses can use this knowledge to navigate the marketing landscape going forward.

This event will offer businesses the opportunity to review their own marketing efforts and consider how they can be more effective to ensure they achieve their business goals through their marketing effort.

The featured businesses of Tadáias, Ollan and Century Cinemas have all demonstrated a focused approach to their marketing activities and will share their personal experience and insights.



OUR LOCAL ENTERPRISE WEEK 2018 PARTNERS





Join us for Local Enterprise Week 2018 | 5th - 9th March
To Book.....



www.localenterprise.ie/Donegal



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