



Welcome to the third edition of “Laois Enterprising Women”

A communiqué with news and views from the
Laois Enterprising Women’s Network

The next meeting of the Laois Enterprising Women’s Network will be held on Wednesday 7th of December in Kavanagh’s Pub, Portlaoise, commencing with registration and coffee at 6.15pm, the talks will start at 6.40pm sharp.

To book your place email margaret@extensivepr.ie or call Margaret on 046-9245836 or 087-2588918



Meet the **Laois Enterprising Women’s Network** members who will speak and entertain at our December 7th Meeting in Kavanagh’s Pub, Portlaoise

- **Helen Gee**, G’s Gourmet Jams: Will share her business story – the challenges and achievements:
- **Barbara Brown**, Brown’s Vineyard : Will also tell us how she developed the Brown’s Vineyard business, give a master class on choosing the best wine and host a ‘wine-tasting’.
- **Kyra Fingleton**, Glamping Under the Stars & Wedding Singer Laois: Will treat us to some Christmas music and song to get us into the Christmas mood.

In this edition of ‘Laois Enterprising Women’

- Learn what membership of the Laois Enterprising Women’s Network offers you
- Read a review of our latest meeting held on Sept 28th
- The event in pictures.

LEWN – 2016 Diary Date
7th December



At the LEWN event on December 7th
We plan a “Christmas Fair” type Expo
Where those in attendance can pick up some gifts for Christmas

Do you want to book an EXPO stand space?

FREE for paid up Members of LEWN
(you can join on or before 7th December – just €50 for send half of the LEWN year – up to end March
(3 networking meetings left in this year)

To book your seat
Please phone Margaret at 087-2588918 or email

Bring a business friend to the next LEWN event on 7th December for just €15
(Non member fee usually €25)

To book: email margaret@extensivepr.ie or text 087-2588918 with words LEWN book 7th December – and your name

Two local business women addressed the Laois Enterprising Women's Network on Wednesday 28th September in the Killeshin Hotel, Portlaoise and shared their business story.

Lucinda Layton of Rose & Alice Handcrafted Soaps and Gifts

Told a compelling business story of how she decided to move her family from Silicon Valley, California to set up a business on the Mooney Family Farm in Rosenallis, County Laois.

Rose & Alice Handcrafted Soaps and Gifts is now a thriving business that is increasing the number of local people employed to meet the growing demand for their product in Ireland and the UK.

With plans to launch in Europe in the next year and a move into the American Market also planned, the future looks bright for this local company.



Lucinda Layton

Visit Lucinda's website
Click here – [Rose and Alice Handcrafted Soaps](#)



MaryRose Simpson of My Lady Bug

MaryRose runs an online business based in County Laois. She was the 2015 Laois winner of 'Ireland's Best Young Entrepreneur' under the category of best new idea.

MaryRose gave a passionate and informed presentation on setting up an online business.

Celebrating her first year in business, MaryRose advised on the importance of getting good PR, particularly for her type of business, as she needs to drive traffic to her website.

Since winning the Irish Best Young Entrepreneur (IBYE) for Laois under the category of best new idea last year, this has given her a great opportunity to tell her story about starting out in business. Johnny Ryan from the Irish Times wrote a piece on her "Find your Niche and focus on Design" and quite recently, she was featured in the Daily Mail Women of Influence write-up.

After winning the IBYE award, UCD Innovation Academy invited MaryRose to participate in a discussion alongside Niamh Bushell, (Dublin's first Start-Up Commissioner).



Honor Deevy, Local Enterprise Office Laois, spoke to the group about [National Women's Enterprise Day](#) (NWED) planned for October 19th

Laois Enterprising Women's Network Member and Fashion Designer Heidi Higgins was one of the business women speaking at the NWED

[Also remember to check out the new courses at Laois Enterprise Office for Autumn](#)



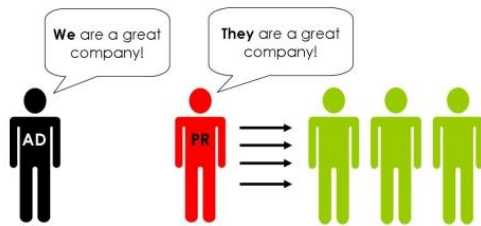
Margaret McKeon-Boyle

(Co-ordinator of LEWN and owner of Extensive PR) gave a workshop on Using Public Relations To Drive Your Business

Her presentation 'PR ON A SHOESTRING' covered the following:

- Difference in Public Relations vs Advertising
- Defining your key Target Audiences
- Defining Key Messages
- Local media opportunities
- Value of Social Media in PR
- The power of a good PR picture

Advertising vs. Public Relations



Source: John Moore, Brand Autopsy

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Answer the following 5 questions

1. Who are your 'Publics'
 - Target Market
2. Where are they based (geographically)
3. Where do they hear / see messages?
4. How can you get 'in front of them'?
5. What do they expect / want from you?



How much communication is enough?

In general, target audiences want much more communication from you than you would think. **People are attracted to other people who are paying attention to them** and communication (in a variety of formats and contents) is the most effective way you can give someone your attention.

Basics MUST be right first

Before you start any type of promotion

What Binds Buyers to Your company?

= Totality of Relationship

- **Product Quality & Price**
- **Service**
 - 100%+
- **Information**
 - Communicate: Communicate: Communicate:
- **Helpfulness**
 - Go beyond the call
- **Friendly Employees**
 - Smile!
- **Brand Identity**
 - Promote the Brand
- **Recognition**
 - For being a committed customer



Steps required in developing a PR Plan



The Laois Enterprising Women's Network (LEWN) event September 28th 2016 in pictures
Photos by Kevin Byrne Photography



Our youngest visitor to the LEWN



**We want to grow the
Laois Enterprising Women's Network (LEWN)
And are looking to welcome 'New Members'
So please spread the word to business women in
County Laois**

We offer

- Inspirational Speakers: Informative Workshops: Networking Opportunities
- Opportunity to showcase your business to fellow members
- And... it is Fun!
- Email – margaret@extensivepr.ie for a membership form

Annual Membership for all of the above is just €100.
(Works out at just over €16 per meeting – 6 per annum)

Note: LEWN year runs from April – March

**You can join in December – still 3 meetings to go including
December meeting – for just €50.**

This will cover December, January and March meetings

Find us on 

**Laois Enterprising Women's Network
(LEWN)
Is on Facebook**

Help us grow our Likes

Click on this [link](#) to go to our FB page and
LIKE & ask your friends to LIKE us too!

We post regularly and share our
members' business news.

We currently have 502 LIKES

Help us to grow to 1,000!

What to look forward to at the next Laois Enterprising Women's Network (LEWN)

Date: Wednesday December 7th

Time: 6.15pm - 9pm approx

6.15pm Registration, Networking & Browsing the Christmas Fair EXPO

Speakers: Helen Gee, G's Gourmet Jams

Barbara Brown, Brown's Vineyard

Kyra Fingleton, Laois Wedding Singer

Wine Tasting from Brown's Vineyard

Fee: LEWN members are FREE (you can join on the night – just €50 from now til April 2017)
Bring a female business guest for €15

To Book: email – margaret@extensivepr.ie: Text 087-2588918: call Local Enterprise Office Laois – 057-8661800



**Just in case we don't see you on December 7th
– and WE HOPE WE DO –
We take this opportunity to wish you a very happy Christmas
and success in 2017**

Honor Deevy & Margaret McKeon-Boyle

