



Enterprising Donegal Business Week 2011

ATTENDANCE AT ALL EVENTS IS FREE

unless otherwise stated, but registration is necessary.

To register your attendance at any of the above events;

Email: ccarroll@donegalenterprise.ie

or Tel: 074 9160735

TIME	TOPIC DESCRIPTION	VENUE
Monday 7th March		
12.30pm - 2.30pm	Launch of Enterprising Donegal Business Week 2011 with special guest Mr Bobby Kerr Chairman of Insomnia Coffee, Entrepreneur and Dragons' Den Investor	Radisson Hotel, Letterkenny
7.00pm - 9.00pm	Realising the Full Potential of Small Business Jim Power Chief Economist and Economic Advisor to Friends First Group.	CoLab, LYIT Letterkenny
Tuesday 8th March		
8.00am - 11.00am	"Getting Noticed - Using Marketing to Win Business" <i>Overview:</i> Suzanne Hill Managing Director at Handel Export Consulting <i>Panel Discussion:</i> Niall McKeown Director at iON Online Marketing Michael Faulkner CEO at EuroXchanger and Founder of SEEDUPS <i>Facilitator</i> Seamus Mc Adams Chief Executive at i2 Total Marketing	An Grianan Hotel, Burt
7.00pm - 10.00pm	Workshop: Managing Cashflow in Difficult Times Michael Carr Cost Management Accountant	Jacksons Hotel, Ballybofey
7.30pm - 9.00pm	Forbairt Tairgi agus Caighdeain ISO (Product Development and ISO Quality Systems) Brian Murray Brian Murray Consultancy Services To book contact Udaras na Gaeltachta at 074 9560100	Ostan an Chuir, Gaath Dobhair
Wednesday 9th March		
8.30am - 12.00pm	"Branding is easy; being different isn't!" Rick LeVert Carton LeVert Design & Communications <i>Case Study - Lynn Temple Magee of Donegal</i>	Radisson Hotel, Letterkenny
9.00am - 12.00pm	Lean Business Offer Event (Enterprise Ireland client companies only): Orla Duffy EI - Introduction to EI's Lean Business Offer <i>Case Study - Inishowen Engineering</i> Pat Scott Consultant - Lean Business Solutions Ltd Meabh Conaghan EI - Innovation Vouchers	The Shaw Suite, Radisson Hotel, Letterkenny
12.30pm - 2.00pm	Lunchtime Presentation: "To Lead or to Follow" Padraig O Ceidigh Executive Chairman Aer Arann	Radisson Hotel, Letterkenny
6.00pm - 9.00pm	"Food... Finding Your Way to the Customer." James Burke James Burke & Associates <i>Case Study 1 - Mary Ann O'Brien, Lily O'Briens</i> <i>Case Study 2 - Alan Kingston, Glenilen Farm</i>	Silver Tassie Hotel, Letterkenny

TIME	TOPIC DESCRIPTION	VENUE
Thursday 10th March		
8.00am - 11.00am	Sales and Selling Workshop: "Hope is not a strategy - using tested techniques to drive better sales results." <i>Overview:</i> Stephen Friel Friel Consulting <i>Panel Discussion:</i> Seamus McEwen Founder of Mc Ewen Electrical Management (IMM) Monica McGeary Founder of Integrated Marketing Management (IMM) Paddy Devlin Devlin Associates	An Grianan Hotel, Burt
9.30am - 4.00pm	Workshop : Social Intelligence Mary Keightley MD Mind Associates Ltd. The Mind Associates philosophy is that "Performance is born in the mind"	CoLab, LYIT Letterkenny
1.30pm - 3.30pm	Lunchtime Presentation: "Women and Wealth" Nicola Byrne founder and managing director of Call 11890 Limited In association with the Donegal Women in Business Network	Silver Tassie Hotel, Letterkenny
7.00pm - 9.00pm	Tourism Enterprise Information Evening Information, advice and guidance from the enterprise agencies on finance/grants, mentoring and supports available for existing tourism businesses wishing to expand or new business start ups. Contact: Maire Aine Gardiner Tel: 074-9121160 or email: maireaine.gardiner@failteireland.ie	Coláiste Aodh Mhic Bricne, Teileann, Co. Dhún na nGall Irish College, Teelin, Co. Donegal
Friday 11th March		
9.00am - 1.30pm	Workshop: "Starting Your Business in 2011 - Get off to a Flying Start." Padraic O Maille Malachi Eastwood Managing Director, Gartan Technologies Brian Sweeney Managing Director, The Swilly Group	Mount Errigal Hotel, Letterkenny
11.00am - 3.00pm	Meeting the Enterprise Agencies & 1:1 meeting with Mentors and Business Advisors	Mount Errigal Hotel, Letterkenny
2.00pm	"I did it My Way - the Bite Group Story" Michael Keogh MD Bite Group	Mount Errigal Hotel, Letterkenny
6.30pm - 9.00pm	"Driving & Maximising your Online Sales - the lessons from Google" Claire Walsh Online Sales Manager, Google	CoLab, LYIT Letterkenny