



Derry ~ Londonderry Enterprise Week 2013



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Sustainable Competitiveness Programme for Northern Ireland.



Welcome to Derry~Londonderry's Enterprise Week 2013. The city's first Enterprise Week is a special showcase event aimed at promoting business development and entrepreneurial spirit, stimulating business growth, new business creation and driving economic prosperity within our region.

This programme of events offers something for everyone, regardless of whether you want to develop a business idea, start a business or grow your existing enterprise.

A woman with short dark hair, smiling, is pouring tea from a white teapot with gold trim into a matching floral teacup. She is wearing a black dress with white polka dots. The background is a bookshelf filled with books. To the left, a silver tray holds a pink cake and a slice of cake.

Gillian Lamrock
Vintage Teacup Hire

All events
are **FREE** but places
are limited so please
register your interest as
soon as possible to avoid
disappointment.

 **Monday 04th March**

“WITH OUR CITY OF CULTURE YEAR NOW IN FULL SWING, OUR FIRST ENTERPRISE WEEK WILL HELP BUSINESSES TAP INTO THE OPPORTUNITIES AVAILABLE.”

Kevin Campbell, Mayor of Derry.

VENUE: City Hotel

9.00am

Registration

9.30am

Launch Of Enterprise Week

The Mayor of Derry, Kevin Campbell launches Enterprise Week.

10.00am

Introducing Karren Brady

Karren Brady is Vice Chairman of West Ham United, Lord Sugar's Advisor on The Apprentice and one of the UK's leading Female Business Speakers. Hear Karren's compelling account of her unstoppable success, with plenty of insights, advice and anecdotes gained from her colourful career in football, publishing and business leadership.

4 Monday 04th March



4 Monday 04th March



VENUE: City Hotel

11.00am

Popstar Turned Innovator

An accomplished musician, and now a successful businessman, Haydn Insley was a key member of the team behind the UK's first FabLab, established in Manchester. Derry now boasts a FabLab, providing a network of facilities, offering businesses, entrepreneurs and inventors access to the latest equipment, and advice on how to make prototypes of practically anything.



4 Monday 04th March

12.15pm

Launch Of Innovation Competition

Ever had a 'light bulb' moment? Most of us have come up with an idea we think could be the next big thing. The Nerve Centre's FabLab in conjunction with Derry City Council will be launching their innovation competition offering budding entrepreneurs the chance to win expert guidance from the FabLab to help with turning a business idea into a reality.



12.30pm

Be Brave, Be Bold...

Come along and hear how local mum Joanne Doherty turned her 'light bulb' moment into a reality. As a newly established entrepreneur Joanne is currently in the process of refining a product which she hopes will find a real niche in the tourist market during the city's year of culture.

4 Monday 04th March



VENUE: City Hotel

1.00pm

Business Support Zone

Come along to our business support stands and speak to local agencies about the support available for starting a new business or growing your existing business, including: Bryson Future Skills, Business in the Community, City Centre Initiative, Enterprise North West, FabLab, Invest Northern Ireland, Londonderry Chamber of Commerce, Noribic and more.



4 Monday 04th March

1.30pm

Franchising Workshop

The perceived cost of startup fees for franchising is often cited as a reason for not starting a business. The actual cost can be as low as £2,000 - £3,000 for many business format franchises.

Come along to our franchising workshop to find out more about franchising including the cost, advantages and disadvantages. Hear from local people who have built their business around franchising and get advice from Mark Johnston, Business Development Manager at Ulster Bank, on what banks are looking for when financing franchises.



**VENUE: Northwest Business Complex,
Skeoge Industrial Estate**

1.30pm

Social Enterprise Means Business Workshop

Come along to the launch of Invest Northern Ireland's Social Entrepreneurship Programme, hear from some fantastic local case studies and find out what it takes to set up your own social franchise. This workshop will be useful for those already working within the social enterprise arena or for those would like to find out more on setting up a social enterprise.



Tuesday 05th March



VENUE: Waterfoot Hotel

9.30am

Make Social Media Work For You

Could you handle more business? Have you considered social media but wondered where to start? If so, let Social Media expert Bill McCarthy, Managing Director, Net 4 Wise Owls, give you fresh ideas on how to grow your business on a range of digital platforms including Facebook, Twitter and YouTube. Bill has worked closely with over 70 of Northern Ireland's most successful businesses, charities, and membership organisations, helping them develop and implement successful social media strategies.

Social media is now becoming a way of life, and harnessing it effectively offers businesses huge opportunities. This workshop will cover a range of topics including: why use social media? how to select the best social media platform for your business, how to use your precious time on social media effectively, how to deal with online comments, and how to engage and influence your audience.

5 Tuesday 05th March

Majella Stevenson
MissPrint Design



log on·ni



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5 Tuesday 05th March



VENUE: St. Mary's College

10.00am INVITATION ONLY

School's Enterprise Challenge

We are all aware of the need to support and develop the enterprise skills of our future workforce. School Employer Connections (SEC) and Young Enterprise (YE) have developed an exciting workshop called Schools Enterprise Challenge, specifically for Enterprise Week. Taking place in St. Mary's College the challenge workshop will involve 5 teams of 10 students from our local secondary schools. Each team will complete 5 challenges and will be judged on skills such as teamwork, communication and problem solving. All skills which employers say are key for employment and enterprise.

SEC and YE have arranged for 5 local employers to judge each challenge and prizes will be awarded to each category winners and the overall winning school team!

5 Tuesday 05th March

VENUE: Waterfoot Hotel

10.45am

Created By Joe

Hear from our very own Ryan Sharkey, Director of Created by Joe, as he reveals the secrets behind the legendary local Facebook phenomena 'Joe Derry'. With over 18,300 'likes' and counting, Ryan will offer an insight into how he has established, and sustains, such fantastic engagement online.



11.15am

The Revolution Of Connection Workshop

Globalisation and advances in technology have changed how we learn, work and connect forever.

When we meet new clients it is always easier to get that 'connectedness' with the client when the meet and greet is face to face.



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5 Tuesday 05th March



The Revolution Of Connection Workshop (continued)

This short session with Mary Keightly, founder & director of Mind Associates Ltd will fill you with confidence; you will leave knowing how to connect with your customers (local and global) in the virtual world.

1.00pm

Digital Drop In Clinics

Come along to our Digital Drop In Clinics and get one to one advice on a range of social media topics, including Facebook, Twitter, LinkedIn and You Tube, from one of our on-site experts.

VENUE: The Craft Cottage, The Craft Village

1.00pm

Craft Brochure Launch

Alan Kane, Chief Executive of Craft NI will launch our regions first ever craft brochure. This unique brochure will support the growth and development of craft, applied art and design within the Northwest.

 Tuesday 05th March

VENUE: Waterfoot Hotel

1.30pm

Instant Impact

Gain confidence when it comes to networking, and pick up tips to help maximise your impact on others when driving business growth, with Mary Keightly, founder and director of Mind Associates Ltd.

3.15pm

LinkedIn? Maximise Your Network Opportunities

Do you network online? Find out how to build your business contacts through our workshop, with LinkedIn's official Partner in Northern Ireland, Bill McCarthy.



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 Wednesday 06th March

VENUE: Da Vinci's Hotel


9.30am - 1.30pm

Business Support Zone

Come along to our Business Support Zone and speak to local agencies about the support available for starting a new business or growing your existing business, including: Bryson Future Skills, Business in the Community, City Centre Initiative, FabLab, Enterprise North West, Invest Northern Ireland, Londonderry Chamber of Commerce, Noribic and more.

Also take the opportunity to find out more about the Renewable Energy Business Network Project (REN NET). The network will explore opportunities to increase the green and renewable energy sector in the North West and Cross Border region.



 Wednesday 06th March

Katrina Deehan
Garden Vogue
Flower Shop



6 Wednesday 06th March



VENUE: Da Vinci's Hotel, Style Bar

9.00am

Is Your Business Planning For Growth?

Paul Fieldhouse, Director of Hyperion Growth Ltd. is a certified business coach, accredited leadership development trainer and certified leadership development mentor, with proven results in delivering business growth for a wide range of organisations.

Paul's success has been acknowledged by both the Northern Ireland Tourist Board and the Chartered Institute of Marketing, when he scooped both the Sales and Marketing Excellence Award in 2010, and Best Brand 2010.

Come along to this practical workshop and learn some new approaches to growing your business today.

6 Wednesday 06th March



VENUE: Da Vinci's Hotel, Conference Room

9.00am

Engage Your People For Growth

Deirdre King is an experienced Human Resources professional with over 20 years experience working with the public, private, voluntary and educational sectors, including Seagate Technology and Ernst & Young in California.

In this practical workshop learn how to shift your organisations performance up a gear by maximising the potential of your people.

Invest Northern Ireland will also be available at the workshop to discuss the new Skills Accelerator Grant. The grant will cover 50% of eligible training costs up to a maximum of £10,000. The grant is available to small companies that are exporting or are ready to export.

 Wednesday 06th March



VENUE: Da Vinci's Hotel, Style Bar

11.15am

Marketing For Growth

James Coyle MA, MloEE, is Director of JCR Network Services Ltd, with extensive experience in assisting companies to define and attain their growth strategies through effective sales, marketing and export development. This practical workshop will go back to the basics of marketing and provide you with cost effective marketing tactics.

VENUE: Da Vinci's Hotel, Conference Room

11.15am

Business Growth Through Sustainability

A sustainable business approach provides significant opportunities for businesses to reduce operational costs,

6 Wednesday 06th March



differentiate themselves in the marketplace, access new markets and meet the increasing requirements of customers for sustainable products.

Dr. Herb Castillo, Director of FuturoFirma Sustainability Consulting will explore the principles of a sustainable business approach, the fundamental steps in developing and implementing a sustainable business strategy, and approaches for communicating sustainability performance in a way that meets stakeholder requirements. Dr Castillo has over 13 years experience in the field of sustainability, supporting a wide range of private and public sector organisations in the UK and Ireland develop and implement strategies for improving, tracking and reporting sustainability performance.

The workshop will be of interest to business owners and entrepreneurs who want to realise savings through more efficient use of resources, position themselves as responsible businesses and credibly comply with sustainability requirements of customers.

6 Wednesday 06th March



VENUE: The Playhouse

1.00pm

Visual Merchandising Masterclass Part II

The Visual Merchandising Masterclass closes the Style The City Initiative with a look at plans for window dressing and in-store displays which we expect to see throughout 2013.

Learn the fundamentals of visual merchandising with Joe Carlin for both window dressing and instore displays. Joe will help you to generate some new ideas on how to dress your business for success during 2013's Cultural Calendar and beyond.

6 Wednesday 06th March



VENUE: Da Vinci's Hotel

1.45pm

eBay Workshop

Michael Hughes, eBay Top Rated Seller, was the first eBay trained and accredited 'Education Specialist' in Ireland and the first five star instructor in the UK or Ireland. Michael has taught more eBay approved 'Basics of selling on eBay' courses than anyone else in these islands, writing and delivering eBay Ireland's first training courses.

This is a fantastic opportunity for anyone who would like to establish themselves online, whether it's clearing out your home to make extra money, or starting a full time business online.



6 Wednesday 06th March



VENUE: Da Vinci's Hotel

1.45pm

Women In Enterprise Workshop

Claire Burge is an experienced serial entrepreneur who has successfully grown and exited businesses. She runs Get Organised Ireland: a productivity training company that helps businesses to grow and flourish. Her key skills lie in business organisation, productivity, social media and digital marketing. She is a regular contributor to 99U and Lifehack: two of the world's largest productivity blogs. Look out for her book on creativity will be published later this year.

Come along to Claire's workshop and find out what it takes to start your own business.

6 Wednesday 06th March



Susan Hayes is Managing Director of Hayes Culleton and has recently published her new book "The Savvy Woman's Guide to Financial Freedom" with Penguin Ireland. Susan regularly contributes to the national and international media including The Sunday Times, Irish Post, RTE, Newstalk and Today FM, as "The Positive Economist" on economic issues, the stock market and entrepreneurship.

In this session Susan will put a new spin on how you can grow your business.

Positive Parties Session

The lucky ladies in attendance will also be given a taster of Positive Parties®. Positive Parties is an inspirational, motivational & transformational coaching company delivering fun workshops, promoting positive mental attitude, in a unique 'party style' learning environment.



Thursday 07th March

VENUE: Everglades Hotel


9.00am

Meet The Buyer Event

Businesses are encouraged to avail of a unique opportunity to meet with leading figures in major organisations. The event targets small and medium businesses, offering the chance to pitch products and services directly to key decision makers, and access free expert advice.

Among the companies represented at the event will be Airporter Travel & Tours, Beech Hill Country House Hotel, Central Procurement Department, City of Derry Airport, Derry City Council, Derry Visitor & Convention Bureau, Everglades Hotel, Firstsource, Health Estates Investment Group, Martin Construction, Maydown Precision Engineering, NI Housing Executive, NI Water, Niche Drinks, North West Regional College, Richmond Centre, Seagate, Tower Hotel, University of Ulster, WELB & Whitehorse Hotel with more to be confirmed.

The event will also offer the opportunity to avail of one to one support through Tender Clinics offering guidance and advise on tender processes.



7 Thursday 07th March

Naoise Boyle
Derry City Council

Caroline McLaughlin
MIM Engineering

8 Friday 08th March



VENUE: Tower Hotel

9.30am

Tourism Destination Development Event

Join Nancy Arsenault to find out what it takes to really put destinations and businesses on the map. Described, as 'one of Canada's tourism thought leaders and experts in experiential travel', Nancy's approach to tourism is customer centric to the core.

Nancy specialises in tourism, market and community development and her motto is 'Do what you do best, partner for the rest.™' She's enjoyed a 30-year career as an entrepreneur, business owner, educator, researcher, writer, historic site manager, and is a former Dean of the Faculty of Tourism and Hotel Management. Currently an advisor on the Minster's Council for Tourism in British Columbia, she proudly brings her passion for experiential travel, tourism development, rural communities, small and medium businesses, and destination to the table.

8 Friday 08th March

Suki Nagra
India House
Restaurant



8 Friday 08th March



VENUE: Tower Hotel

1.00pm

The Food Tourism Journey

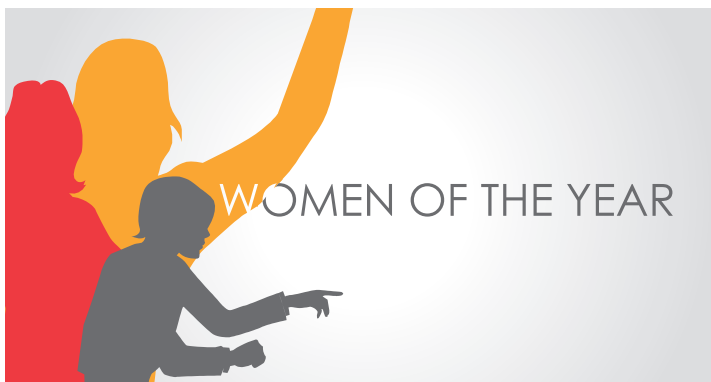
Join Michele Shirlow, Chief Executive of Food NI, celebrity chefs and local producers on a fantastic food tourism journey.

Joined by Derry's own Ian Orr from Brown's Restaurant (Best Chef in Ireland, Georgina Campbell Awards 2013) the programme will include presentations from local food produce to award winning dishes and accreditations.

The Programme will be of interest to all in the Food Tourism Sector, with the theme of from plot to plate. Come along to explore best practice in menu development, developing our unique food story within the region and much more.

Guaranteed to whet the appetite of all those in the food tourism industry – this really is a taste of the best we have to offer!

8 Friday 08th March



VENUE: City Hotel

7.00pm

Women of the Year Awards

On International Woman's Day, Derry City Council will be hosting the annual Women of the Year Awards in the City. Categories in this years awards include: Contribution to Community Development, Contribution to Community Relations, Contribution to Health, Contribution to Enterprise, Contribution to Tourism, Contribution to Community Safety, Contribution to Arts, Contribution to Formal/Informal Education, Contribution to the Older People, Contribution to Youth, Contribution to Childcare, Contribution to Caring, the Young Women's Award and the Women living with a Disability Award.



Derry City Council Business Opportunities Programme

For regular updates go to

www.derrycity.gov.uk/BusinessOpportunities/EnterpriseWeek

or follow us on Facebook, Twitter and LinkedIn.



This document is available upon request in a number of formats including large print, Braille, PDF, audio cassette and minority ethnic languages.

For further information on alternative formats

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Derry~Londonderry Enterprise Week 2013

Your Agenda

Monday 04th March

Venue: City Hotel

9.00am	Registration
9.30am	Launch of Enterprise Week
10.00am	Introducing Karren Brady
11.00am	Popstar Turned Innovator, Haydn Insley, FabLab
12.15pm	Launch of Innovation Competition, Sharon O'Connor, Derry City Council
12.30pm	Be Brave, Be Bold, Joanne Doherty
1.00pm	Business Support Zone
1.30pm	Franchising Workshop

Venue: North West Business Complex, Skeoge

1.30pm	Social Enterprise Means Business Workshop
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Tuesday 05th March

Venue: The Waterfoot Hotel

9.30am	Make Social Media Work for You, Bill McCartney, Net 4 Wise Owls
10.45am	Created by Joe, Ryan Sharkey
11.15am	The Revolution off Connection, Mary Keightly, Mind Associates
1.00pm	Digital Drop In Clinics
1.30pm	Instant Impact, Mary Keightley, Mind Associates
3.15pm	LinkedIn? Maximise your Networking Opportunities, Bill McCartney, Net 4 Wise Owls

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Derry City Council
 Business Opportunities
 Programme

Derry~Londonderry Enterprise Week 2013

Your Agenda

Tuesday 05th March (Continued)	
Venue: St. Mary's College	
10am	School's Enterprise Challenge
Venue: The Craft Cottage, Craft Village	
1.00pm	Launch of Craft Brochure, Alan Kane, Craft NI
Wednesday 06th March	
Venue: Da Vinci's Hotel	
9.00am	Is Your Business Planning for Growth? Paul Fieldhouse, Hyperion Growth
9.00am	Engage your People for Growth, Deirdre King
11.15am	Business Growth Through Sustainability, Dr. Herb Castillo, FuturoFirma
11.15am	Marketing for Growth, James Coyle, JCR Network Services
9.30am - 1.00pm	Business Support Zone
1.45pm	Women in Enterprise, Claire Burge & Susan Hayes
1.45pm	Ebay Workshop, Michael Hughes
Venue: The Playhouse	
1.00pm	Visual Merchandising Masterclass Part II
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9.30am	Tourism Destination Development Event, Nancy Arsenault
1.00pm	The Food Tourism Journey
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7.00pm	Women of the Year Awards 2013