



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office



National Women's
Enterprise Day

BUILD THE FUTURE

ONLINE THURSDAY OCTOBER 07TH 2021



#NWED

Register for your FREE place today! LocalEnterprise.ie/NWED



European Union
European Regional
Development Fund



Rialtas na hÉireann
Government of Ireland

In partnership with



Udarás Áitiúla Éireann
Local Authorities Ireland



National Women's Enterprise Day

ONLINE Thursday October 7th 2021 | #NWED

BUILD THE FUTURE

We've moved past COVID into a new normal. What matters now is strengthening your business skills and building for the future. Now is the time to be ambitious for you and your business.

Join us for National Women's Enterprise Day 2021 to learn from experts and entrepreneurs and discover the supports available from your Local Enterprise Office to grow your business. Spend the whole day with us or dip in and out for the segments you need most.

Pre-event Networking

09.00-09.30hrs

Getting To Know You!

Grab a coffee and get to meet other female business people from across the country in these fast paced, one-to-one networking sessions.

MORNING SESSION

09.30-12.15HRS

09.30hrs	<i>Build The Future - Morning Session</i> NWED host Áine Kerr, the co-founder of Kinzen and host of RTÉ's Reignite, meets Vibeke Delahunt and Jacqui McNabb, Co-Chairs of NWED 2021.
09.45hrs	<i>Opening Address:</i> Welcome address.
10.00hrs	<i>Ideas, Innovation and Action</i> Meet some of the 2021 Leading Lights - a selection of inspiring entrepreneurs from across Ireland who've used a combination of ideas, innovation and action to drive success in their business.
10.45hrs	<i>Build Yourself To Build A Better Business</i> Our level of success in business will be directly impacted by the way you as an entrepreneur grow and develop. Discover how to invest in yourself to drive your business forward with Denise O'Grady.
11.15hrs	<i>Coffee Break</i>
11.30hrs	<i>Get To Know Your Numbers</i> with Larissa Feeney Learn from Larissa Feeney how she grew her business and discover the critical financial skills and knowledge that you need to accelerate your business development.
★ 11.55hrs	<i>The Beauty of Business - Keynote interview</i> with Aimee Connolly, founder of Sculpted by Aimee: Aimee Connolly, CEO and Founder of Sculpted by Aimee Cosmetics, created her own beauty brand shortly after graduating from UCD and catapulted its success through best-in-class digital marketing.
12.15hrs	<i>Wrap up Morning Session</i> Close of morning session, including announcement of National Women's Enterprise Day prize winners, followed by 5 Spotlight Sessions (12.15-13.00hrs) and Lunchtime Energizer Session. The Afternoon Session commences at 14.00hrs.



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SPOTLIGHT SESSIONS 12.15- 13.00HRS	Trading Online - What Next?	You've built your website. Now, how do you make it work for your business. In this Spotlight Session, Alan O'Meara will outline how to use your website to drive business growth.
	Is Internationalisation right for your business?	Sheelagh Daly, Entrepreneurship Manager at Enterprise Ireland, talks to Derya Sousa of Kianda Technologies, Ann Rudden of Aine's Handmade Chocolates and Anna Carmody of Little Red Edu about how they successfully expanded into international markets using the supports available.
	Practical Steps in Sustainability	Want to "Go Green" but don't know how? Listen in to Sarah Blake of Earthology and Clare Tait of Chocolatey Clare and leave feeling inspired and energised to start your sustainability journey.
	First Steps in Digitalisation for SMEs	There is always a better way to do things. Sometimes you need an expert like Aoife Salizzo from We Make Everything Simple to point you in the right direction. Join Aoife for a fast paced session full of practical advice and actions to implement in your business.
	Harness Social Media To Drive Growth	Social Media can be your worst enemy or strongest ally, depending on how you approach it. Louise McDonnell of Sell On Social Media will inspire you to get it right!
	Networking: Getting To Know You!	Grab a coffee and get to meet other female business people from across the country in this facilitated networking session.

LUNCHTIME ENERGISER SESSION 13.00- 13.40HRS	<p><i>How to Show Up at Your Optimum Best, Gerry Duffy</i></p> <p>Have you ever considered the key behaviours in your week to help you show up at your best? In this short 40 minute workshop, we will invite you to consider the key behaviours both inside and outside work to support this. You will leave this session with your own unique takeaway.</p>
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* All Spotlight Sessions will be recorded and available to watch on demand after NWED.



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Our host: Áine Kerr, Co-founder of Kinzen & RTÉ broadcaster



Keynote Speaker, Rachel Doyle, of The Arboretum



Keynote Speaker, Aimee Connolly of Sculpted by Aimee



Panelist: Aoife McNamara of Aoife Ireland

**ADVICE
CLINICS**

**13.00-
14.00HRS**

A selection of state agencies and support bodies are on hand to share information and answer questions. Meet them now in their expo booth.

**AFTERNOON
SESSION**

**14.00-
17.00HRS**

14.00hrs	<i>Afternoon Session</i> hosted by Áine Kerr.
14.05hrs	<i>Planet, People, Purpose & Profit</i> Building sustainability and green actions into your business is good for the planet, people and profit. Discover how 3 different entrepreneurs are embedding sustainability into their business models.
14.25hrs	<i>Build A Better Business</i> with Paula McNicholas No matter how expert we are in our business, there are always improvements that can be made to drive productivity, efficiency, and profitability. Allow Paula McNicholas to show you how.
14.45hrs	<i>Is There A Better Way?</i> An innovation mindset is something that you can develop. Kim Mackenzie-Doyle of <i>The Big Idea</i> will explore how an innovation mindset and using design thinking can help develop new products, systems or ways of scaling your business.
15.10hrs	<i>Find New Markets, Win New Clients</i> with Jenny Melia Internationalisation may be an option for your business and supports are available to help you break into those markets. It may not simply be about developing export markets, it may be about driving online sales internationally. Allow Jenny Melia of Enterprise Ireland to outline the options and highlight the supports available.

*Recordings of every session will be available to watch on demand afterwards at LocalEnterprise.ie/NWED



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AFTERNOON SESSION 14.00-17.00HRS	 15.30hrs	<i>A Lifetime of Learning</i> - Keynote interview with Rachel Doyle of The Arboretum From a small set up in her back garden almost 45 years ago, Rachel has created a unique horticultural experience out of pure passion and devotion to what she loves. As Ireland's first 5-star garden centre, Arboretum sets the standard for what garden retail is today. Rachel truly knows what it is to "grow" a business. She's learned a lot of lessons along the way and speaks with both wisdom and wit about what it is to be an entrepreneur.
	16.00hrs	<i>Creating Connections</i> Networking is more than just meeting lots of people. It's creating connections that open doors, lead to opportunities and forge alliances that help your business to grow. Join Noel Davidson for a high energy, innovative learning and networking session.

ADVICE CLINICS 16.00-17.15HRS	A selection of state agencies and support bodies are on hand to share information and answer your questions. Drop in to their exhibitor booths to meet them!
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Local Enterprise Office
Making It Happen

***Management
Development***

***Green &
Sustainability***

***Export
Development***

Innovation

***Driving
Efficiency***

***Financial
Management***

Discover more about
the supports offered by
your Local Enterprise Office
by visiting LocalEnterprise.ie

