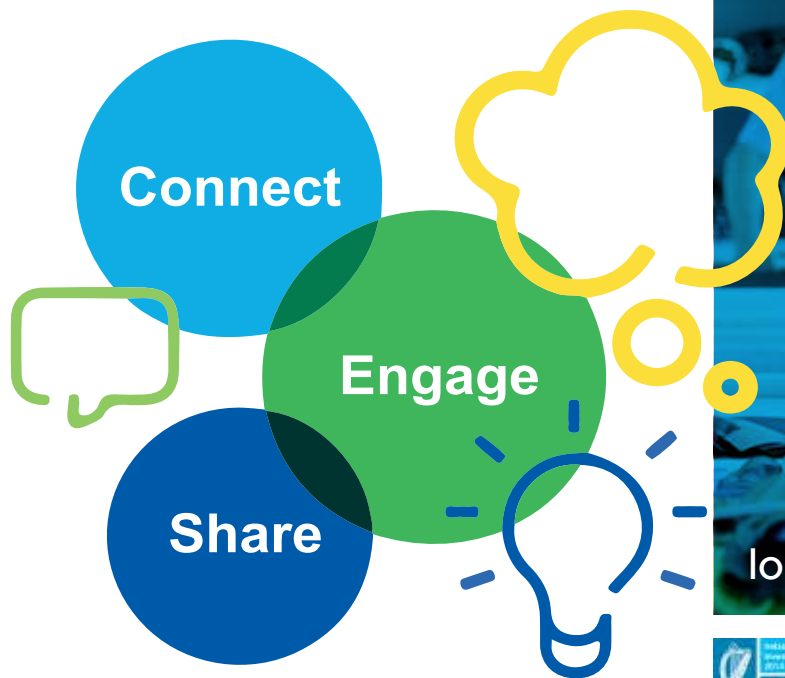


LOCAL ENTERPRISE WEEK 2016



Local Enterprise Office, Cork City
Events Schedule
7th – 11th March, 2016

localenterprise.ie/corkcity



Cork City Council, through its Local Enterprise Office, is delighted to support and promote Local Enterprise Week 2016. Cork City Council recognises the enormous contribution of micro enterprises in the city, and Local Enterprise Week will provide an opportunity for all of our local businesses to engage with the Local Enterprise Office, Cork City and avail of some excellent supports by way of Management Development Training and Mentoring, as well as partaking in a number of networking events.

A wide range of events are scheduled, covering retail, safety, food, digital, finance etc. which will be of interest to those involved in the micro business sector in the city. The week will also be a good opportunity for people to learn from the experiences of others, get practical advice, and make new contacts.



Ann Doherty,
Chief Executive,
Cork City Council.



Adrienne Rodgers,
Head of Enterprise,
Cork City Council.



SCHEDULE OF EVENTS

The first nationally co-ordinated 'Local Enterprise Week' commences on Monday, 7th March. Organised by the Local Enterprise Offices, these events are aimed at anyone thinking of starting a business, new start-ups and growing SMEs.

Local Enterprise Week events in Cork City at a glance

Monday / 7th March

- 09:30 **Future Proofing Your Business**
Clarion Hotel, Lapps Quay
- 16:45 **New Frontiers**
Investment Showcase & Awards
The Nexus Centre, CIT Campus

Tuesday / 8th March

- 08:00 **Funding for Growth for SMEs**
Clayton Hotel Silver Springs
- 09:30 **Accelerate Programme**
Montenotte Hotel
- 12:30 **How to attract the Silver Euro**
Imperial Hotel, South Mall
- 14:00 **Cork Schools Programme**
– Regional Winner
LEO Office, City Hall
- 18:00 **Speed Mentor Your Retail Business**
Millennium Hall, City Hall

Wednesday / 9th March

- 07:45 **Changing Food Trends**
Electric, South Mall
- 09:15 **Business Advice Clinics**
LEO Office, City Hall
- 09:30 **Financial Management**
LEO Office, City Hall
- 10:00 **Export – It's Easier Than You Think**
Cork Int. Airport Hotel
- 12:00 **Announcement of Local Nominee for the National Enterprise Awards**
LEO Office, City Hall
- 17:30 **Making Sales**
Board Room, Port of Cork
- 18:30 **Start Your Own Business**
Imperial Hotel, South Mall

Thursday / 10th March

- 09:30 **Ideas Generation/ Investigating Your Business Idea**
Clarion Hotel, Lapps Quay
- 09:30 **Trading Online Vouchers**
Information Seminar
River Lee Hotel, Western Road
- 10:30 **First Look at Business**
Clarion Hotel, Lapps Quay
- 19:00 **Launch of the Network for Cork's Young Entrepreneurs**
Cork City Gaol, Sunday's Well

Friday / 11th March

- 10:30 **Office in the Cloud – An Introduction**
Lifetime Lab, Lee Road

Book events online at www.localenterprise.ie/corkcity



Monday / 7th March

New Frontiers – Investment Showcase & Awards

Time: **16.45**
 Venue: **The Nexus Centre, CIT Campus, Bishopstown, Cork**
 Cost: **Free (invitation only)**
 Facilitator: **Paul Healy**

New Frontiers Entrepreneur Development Programme is a three-phase programme that is designed to provide an integrated and comprehensive set of business development supports to participants.

12 projects from the New Frontiers Programme 2015 Phase 2 will be showcased at the event, of which some will be presented with awards sponsored by Local Enterprise Office, Cork City.



Future Proofing Your Business

Time: **09:30 – 13:00**
 Venue: **Clarion Hotel, Lapps Quay, Cork**
 Cost: **Free**

This event will focus on the following three key areas for SMEs:

Be.SMART.ie

Facilitator: **Helen Hourihane, Taking Care of Business Unit, Health & Safety Authority**

Business electronic Safety Management And Rise assessment Tool will help owners/ managers of small businesses to prepare risk assessments and a safety statement for their workplace. It is easy to use and will reduce the chances of an accident occurring in your workplace and save you time and money.

Taxation for the Small Businesses

Facilitator: **Andrew Guerin, Andrew Guerin & Associates**

Andrew Guerin, Fellow of the Institute of Certified Public Accounts in Ireland, Associate of the Institute of Taxation in Ireland, and former Chairman of the Institute of Taxation Cork/ Kerry Region, will share his wealth of knowledge and experience as it applies in the area of taxation for small businesses.

Minding Your Business

Facilitator: **Ruth Gaffney, New Ireland Assurance**

Ruth Gaffney provides specialist advice to clients and primarily owners of small businesses, professionals and company directors. Ruth has considerable experience in the area of Business Protection, which comes under the area of Succession Planning, Trusts and Estate Planning. Knowledge in these fields is essential for owner/managers to enable a business to continue should something happen to any member of the business. At this seminar, Ruth will share her advice and provide promoters with an opportunity to discuss the importance of protecting their business going forward.



Tuesday / 8th March

Funding for Growth for SMEs

Time: **08:00 – 10:45**
Venue: **Clayton Hotel Silver Springs, Cork**
Cost: **Free**
Facilitator: **InterTradeIreland**

Delivered by Grant Thornton on behalf of InterTradeIreland, this workshop will give independent and objective advice on funding for growth for established SMEs who are interested in learning about new and alternative sources of finance for their business. The workshop aims to encourage SMEs seeking finance to do so in a strategic manner with a well-prepared business plan and to explore the full range of alternative finance options available.

Accelerate Programme

Time: **09:30 – 16:30 (Day 2 of 7)**
Venue: **Montenotte Hotel, Montenotte, Cork**
Cost: **€250 (seven month programme)**
Facilitator: **Billy O'Connor and Veronica Murphy, The Discovery Partnership Ltd.**

Accelerate aims to provide the owner/ managers of a small business with the management, leadership, business skills and knowledge to achieve sustainability and growth in their business. The programme is delivered over seven workshops and six mentor consultations.

How to attract the Silver Euro

Time: **12:30 – 14:00**
Venue: **Imperial Hotel, South Mall, Cork**
Cost: **Free**
Facilitator: **Chris Dorgan, Cork Age Friendly Business Programme**

There are more than one million older (60 yrs +) people living and shopping in Ireland. Are you doing everything you can to capture their business? Older people own 75% of the wealth in the EU and account for 50% of consumer spending. They are loyal customers, outspend younger shoppers, spend locally, have a lot of purchasing power, and have the time to shop. Age friendly practices improve the experience for all your customers. This workshop will give you the toolkit to maximise your company's offering to this important sector and provide you with the opportunity to advertise and accredit your company as age friendly.

Cork Schools Enterprise Programme – Regional Winner

Time: **14:00**
Venue: **Local Enterprise Office, Cork City, City Hall, Anglesea St., Cork**

The Cork Schools Enterprise Programme is an initiative that gives second level students the opportunity to set up and run their own business. Working in teams, students are involved in every stage of the business development from market research and production to sales and marketing etc. A competition is held to select a Cork City winning team from the programme that goes on to represent the Local Enterprise Office, Cork City at the National Student Enterprise Awards which will take place on April 19th & 20th, 2016 in Croke Park, Dublin.



Tuesday / 8th March

Speed Mentor Your Retail Business

Time: **18:00 – 20:00**
 Venue: **Millennium Hall (Eglinton Street entrance),
 City Hall, Cork**
 Cost: **Free**
 Facilitator: **James Burke, James Burke & Associates**

This is a mentoring and networking event for retail and other customer serving businesses such as restaurants, pubs, food service, or any city-based business with customers coming to their premises, and it promises to be an evening of high energy, innovative ideas, and practical advice for attendees.

The evening will start with a presentation on retail trends by leading retail trainer and mentor James Burke. This will be followed by a unique opportunity for participants to join in small group mentor sessions with retailers who have already achieved success and are happy to share their learnings. You will have the opportunity to choose two separate group mentor sessions.





Wednesday / 9th March

Changing Food Trends

Time: **07:45 – 10:00**
Venue: **Electric, 41 South Mall, Cork**
Cost: **Free (invitation only)**
Facilitator: **Taste Cork**

Join us at Electric to enjoy a beautiful locally sourced breakfast, followed by an insightful 'Changing Food Trends' talk led by Mary Daly and her team at the Food Safety Company. It's an opportunity for like minded people right across the food sector, including Cork chefs, restaurateurs and producers, to share food, celebrate local produce, and mingle with one another. Taste Cork strives to create connections and what better way to do it than over a Cork breakfast.

Business Advice Clinics

Time: **09:00 – 17:00**
Venue: **Local Enterprise Office, Cork City, City Hall, Anglesea St., Cork**
Cost: **Free**
Facilitator: **Business Experts – various**

At our Business Advice Clinic you will be provided with one-to-one advice for an hour with a Business Expert.
Please note that for specific legal, tax or accounts queries you should contact your accountant or solicitor.

Financial Management

Time: **09:30 – 13:00 (Day 2 of 3)**
Venue: **Local Enterprise Office, Cork City, City Hall, Anglesea St., Cork**
Cost: **€60 (3 X ½ day course)**
Facilitator: **Sheila Anne O'Leary, NUA Training & Development**

This training course will give business owners and managers the information and skills needed to develop a comprehensive financial management strategy for the business, encompassing VAT, book-keeping, final accounts, pricing, and cashflow management. A sample business will be used, and participants will be offered templates (both paper and Excel) for use in their own business.

Export – It's Easier Than You Think

Time: **10:00 – 15:00**
Venue: **Cork International Airport Hotel, Cork Airport Business Park, Cork**
Cost: **Free**
Facilitator: **Kieran O'Connor, Bullseye Marketing**

This Enterprise Europe Network workshop will assist Cork (Fast Moving Consumer Goods) companies who are seeking opportunities to grow sales and further develop their business. This workshop will help explore the potential for export success, identify and minimise potential risks by taking a systematic approach to entering new export markets. Through this process we aim to develop knowledge within each company of the key export success factors in order to begin the export journey.



Wednesday / 9th March

Announcement of Local Nominee for the National Enterprise Awards 2016

Time: **12:00**
 Venue: **Local Enterprise Office, Cork City, City Hall, Anglesea Street, Cork**

The National Enterprise Awards honour the best and brightest small businesses and entrepreneurs around Ireland. These Awards were set up to celebrate the achievements of Ireland's micro-enterprise sector and are organised throughout the country's 31 Local Enterprise Offices. The Local Enterprise Office, Cork City will unveil their nominee to go forward to the National Enterprise Awards Event to be held in the Aviva Stadium on June 9th, 2016.



Making Sales

Time: **17:30 – 20:00**
 Venue: **Board Room, Port of Cork (parking limited)**
 Cost: **Free**
 Facilitator: **Pat Lynch**

Attendees at this seminar will be treated to a range of practical tips on how to generate sales and improve their revenue. This session will be delivered by Pat Lynch, a self-made businessman, who will share his knowledge on how to grow your sales and add value to the business. Pat founded the award-winning Microtech Cleanroom Services in 1998, where he was the sole sales person for the company, secured 40 major clients, including multinationals within a three year period, and sold the business after it was named SME Cork Company of the Year 2001. As an accountant with an MBA, he has worked as the Financial Director and Controller for many US firms including Seagate Technology, Western Digital, and Summit Technology. He is a board member of IGNITE Programme at UCC which accelerates business start-ups, and is an angel investor in various companies.

Start Your Own Business

Time: **18:30 – 21:30 (Evening 6 of 6)**
 Venue: **Imperial Hotel, South Mall, Cork**
 Cost: **€100**
 Facilitator: **Eamon Curtin, mybusiness.ie**

Have you got a business idea that you want to explore? Or are you about to embark on running your own business? Then our Start Your Own Business programme is for you. This programme will give you an overview of the steps involved and all other aspects in setting up your own business.

Thursday / 10th March

Ideas Generation/ Investigating Your Own Business Idea

Time: **09:30 – 16:30**
Venue: **Clarion Hotel, Lapps Quay, Cork**
Cost: **€50**
Facilitator: **Padraig Cleary, MAYDAY Management**

This practical tips workshop is specially designed for aspiring business owners who currently have a business idea they would like to progress or perhaps are still looking around for “the right idea” for their new business.

Trading Online Vouchers – Information Seminar

Time: **09:30 – 12:30**
Venue: **River Lee Hotel, Western Road, Cork**
Cost: **Free**
Facilitator: **Alan O’Meara, Almedia Design & Training**

This seminar is the first step in applying for a Trading Online Voucher. It is a requirement of the scheme that applicants must attend a Trading Online Voucher Information Seminar prior to submitting an application. Applicants will be informed of the purpose of the scheme and how best to use and get value from the voucher to support their online trading proposition.

First Look at Business

Time: **10:30 – 12:30**
Venue: **Clarion Hotel, Lapps Quay, Cork**
Cost: **Free**
Facilitator: **Tony O’Regan, Enterprise Officer, Cork City Partnership Ltd.**

This is a networking event for self employed individuals who have started their own business with support from the Dept. of Social Protection and the Back to Work Enterprise Allowance Scheme. Many of the participants at this event will have received advice and guidance from Cork City Partnership during the early stages of business start-up. This journey was further supported with a “First Look at Business” Training Programme developed and funded by the Local Enterprise Office, Cork City.

This is an informal networking opportunity for like minded entrepreneurs to share their experiences and gain support during the development stage. Each business start-up is different and this event will focus on the challenges encountered by newly self employed people. Two experienced business owners will address the group assembled and share their own business experiences while establishing their own enterprises. The event is open to the public, but places are limited.

Launch of the Network for Cork’s Young Entrepreneurs

Time: **18:45 – 21:30**
Venue: **Cork City Gaol, Sunday’s Well, Cork**
Cost: **Free**
Facilitators: **Eimear McNally, Think Visual and Meabh Ring, Creative Consultant**

This networking event is exclusively for young entrepreneurs aged 18 - 30 with a strong business idea or existing business. Young entrepreneurs will have the opportunity to share resources, collaborate, and learn how to communicate visually with the two key note speakers, Eimear McNally, Think Visual and Meabh Ring, Creative Consultant.

Friday / 11th March

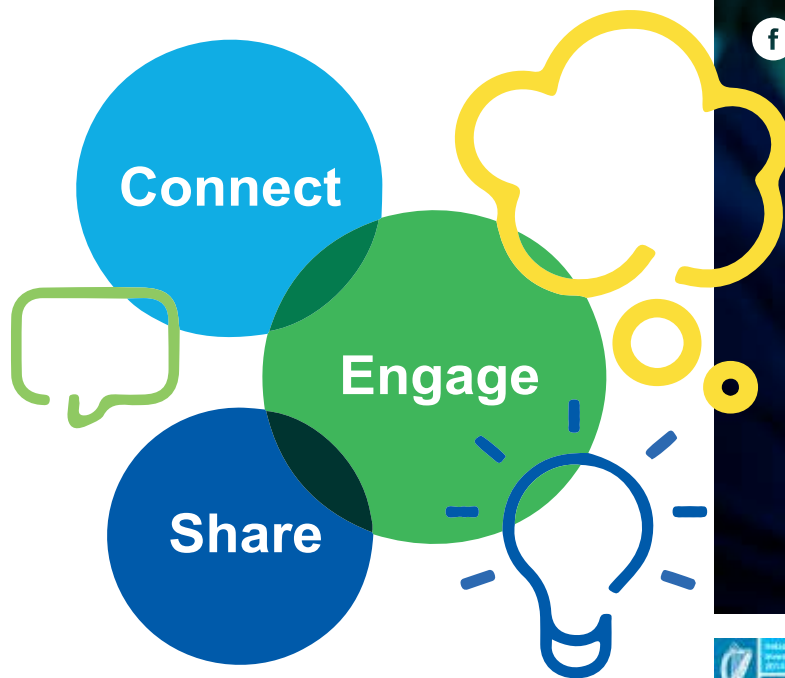
Office in the Cloud – An Introduction

Time: **10:30 – 12:30**
Venue: **Lifetime Lab, Lee Road, Cork**
Cost: **Free**
Facilitator: **Isobel Philips, Damson Cloud Ltd.**

This seminar gives participants an initial introduction to the Cloud Office and an overview of the main enterprise apps available to businesses. The idea is to change people’s perception of technology and what it can achieve with a business in terms of cost savings, increased efficiency and collaboration with others. Participants will leave with a greater understanding of cloud computing and real life examples of businesses leveraging cloud computing.



LOCAL ENTERPRISE WEEK 2016



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Cork City Council, City Hall,
Anglesea Street, Cork.

www.localenterprise.ie/corkcity
info@leo.corkcity.ie
021 4961828

