

**24 – 25
NOVEMBER
2016**

SPECIAL B&B ACCOMMODATION RATES AVAILABLE TO MEETWEST DELEGATES:

€65 single occupancy
€50 per person sharing

for enquiries, please contact
McWilliam Park Hotel (quoting MEETWEST) directly at 094 9378000, info@mcwilliamparkhotel.ie, www.mcwilliamparkhotel.ie

**McWILLIAM
PARK HOTEL
CLAREMORRIS
CO MAYO**

CONNECT WITH PEOPLE
CREATE NEW OPPORTUNITIES
PROMOTE YOUR BUSINESS IN THE WEST

"I found it very worthwhile and engaging"

Pat Murphy
Celestica

"I met with a good number of relevant decision makers which made my participation well worthwhile. The organisation, logistics and facilities were top class".

Robert Rowlette
Rowlette Consulting

"Congratulations on a terrific event - most enjoyable and extremely well run"

Brendan Boyle
Brendan Boyle Claims

TO BOOK YOUR PLACE VISIT WWW.MEETWEST.IE

registration will close as soon as places have been filled
attendance fee: €175 inc VAT per delegate

FOR MORE INFORMATION:

call 091 777111 or email info@meetwest.ie



Local Enterprise Office
Oifig Fiontraíocht Áitiúil



Comhairle Chontae na Gallíne
Galway County Council

Oifig Fiontraíochta Áitiúil
Local Enterprise Office
Galway - Sárna



Oifig Fiontraíochta Áitiúil
Local Enterprise Office
Roscommon



Uachtarán na Ceathrúcháin

SCCUL Enterprises Ltd
Office Community - Office Community



www.meetwest.ie





www.meetwest.ie

MeetWest, the largest business networking event in the West of Ireland brings a wide range of companies from the West of Ireland and further afield together to network and do business.

Now in its sixth year, MeetWest offers participating companies a full day of tailored one to one networking meetings complemented by a conference and a networking dinner. The event offers delegates an invaluable opportunity to meet and connect with other businesses.

"I was blown away by the standard of delivery across the board"

Geoff Allen
MakinMediaMobile

DAY ONE Schedule

Thursday 24th November 2016

- 3.30 pm Registration
- 4.00 pm Conference Opening – Peter Hynes, Chief Executive, Mayo County Council
- 4.15 pm Conference: **'MeetWest 2016: Finding Opportunities to Grow'**
- 7.00 pm Networking Reception
- 8.00pm Networking Dinner with Guest Speaker, David McWilliams

DAY TWO Schedule

Friday 25th November 2016

- 8.00am Registration and Distribution of Arranged Meeting Schedules
- 9.20 am One to One Business Networking Meetings
- 10.40 am Coffee Break
- 11.00 am One to One Business Networking Meetings
- 1.00 pm Lunch
- 2.20 pm One to One Business Networking Meetings
Ten to One Business Networking Meetings
- 4.00 pm Event Close

After Dinner Speaker



David McWilliams

David McWilliams, global economist and uncompromising thinker, with a relaxed, confident and entertaining style was voted the most influential economist in the UK and Ireland in 2015. The first economist to identify the Irish boom as nothing more than a credit bubble, warning of its collapse and the consequences, David is also a journalist, lecturer, broadcaster and documentary maker. He has four bestsellers and award-winning documentaries to his credit.

When not thinking, talking and writing economics David hosts "Kilkenomics", the world's only economics and comedy festival described by the Irish Times as "Davos with jokes". Very active on social media and the third most widely followed economist in the world, David writes two economics columns a week and is a regular international contributor to the Financial Times.

CONFERENCE SPEAKERS



NIALL O'DONNELLAN: Head - Strategy, People and Regions, Enterprise Ireland

Brexit: The Challenges & Opportunities

Divisional Manager with responsibility for Strategy, Policy and Planning, Leadership and Management Development, Skills, Competitiveness and Regions within Enterprise Ireland, Niall is also acting CFO for Enterprise Ireland.

Prior to joining Enterprise Ireland, Niall worked in Forfás (the former Industrial Policy Body), on enterprise and EU support programmes and supply of skills, where he was involved in establishing the Expert Group on Future Skill Needs. Having also held senior management positions in the Department of Enterprise, Trade and Employment, FÁS, the Youth Employment Agency, IDA Ireland, Niall was also involved in the set-up and management of an enterprise centre in South County Dublin. He is particularly interested in strategy formulation and implementation in key areas of economic development including supply of skills. Niall holds an MA in Economics from NUIG (1980) and an MBA from DCU (1992).



JO COLLINS: Managing Director, SalesPerformance.ie

Know Your Customer To Take Your Business to the Next Level

With over 25 years experience in Sales and Sales Management, and valuable experience gained working for Ireland's leading media organisation, Independent Newspapers, Jo Collins now shares that skill and knowledge with the SME market. As managing director of SalesPerformance.ie, she works with companies to grow their profits, by introducing Effective Processes and Structures for their Sales Teams.

Jo believes the foundation for business growth is based on the customer experience. Focus on building rapport and trust, get to know your customers, show customers you care and they will become champions for your business. Every business is different as is every customer. So the path to success is understanding the differences and responding to people's different buying styles. As MD of Sales Performance, Jo works with businesses and their sales teams to reach their full sales potential through specialised coaching and training.



FERGAL O'CONNOR: CEO & Founder at Happy Marketing & Media

Making Sense of the Digital Maze - Practical Paths for your business

Fergal O'Connor, CEO of hmm.ie & buymedia.ie, will explore practical case studies and tools to demonstrate how SMEs can humanise their message and use the power of digital marketing to attract the right customers to grow their business.

A marketing graduate with 23 years of commercial experience in media, marketing and advertising, Fergal has worked at all levels within the media industry from Advertising Sales to International Sales & Marketing Director. His experience spans all media types including newspapers, magazines, radio, TV, online and social. A business owner, Fergal founded and managed two successful media businesses in the 1990s. He has recently established his third company Happy Marketing & Media (hmm.ie), a full service marketing company specialising in content marketing and media buying. Part of the Enterprise Ireland New Frontiers Entrepreneur programme, Fergal is currently developing an online advertising trading platform for SMEs at buymedia.ie.

MASTER OF CEREMONIES



Noel Davidson
The Entrepreneurs Academy

As Director of Training with the Entrepreneurs Academy, Noel leads a training team that designs and delivers practical and highly engaging materials for entrepreneurs and leaders of SMEs. Noel has been acknowledged as one of the best trainers in the country and constantly exceeds participant and client expectations.

Noel is a Specialist in Social Media, E-Marketing, Information Technology, Sales & Marketing, Business Planning, Strategy, Productivity and Improvement, Idea generation, Creativity & Innovation. He specialises in training and mentoring SME business owners/managers on how to develop and strengthen their business strategies in a creative and cost effective way.