



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office

LOCAL ENTERPRISE WEEK 2016

SOUTH CORK

07-11 MARCH

PROGRAMME OF EVENTS SOUTH CORK



www.localenterprise.ie/SouthCork/



ABOUT

Your Local Enterprise Office South Cork

The Local Enterprise Office South Cork is the first stop shop for anyone seeking information and support on starting or growing a business in the County. Our role is to promote entrepreneurship, foster business start-ups and develop existing micro and small businesses to drive job creation and to provide accessible high quality supports for your business ideas.

Your Local Enterprise Office is now an integral part of Cork County Council, and is one of a network of 31 Local Enterprise Offices around the country, all offering a wide range of experience, skills and services.

Our Services

We provide business advice and information, highly subsidized training, mentoring, management development opportunities and where eligible financial assistance to you in starting or growing your business.

Available to book online is a wide range of training and business information events, all designed with the small business owner in mind. Please do take a look, I'm sure some of the topics on offer may be of benefit to you and your business.

We welcome the opportunity to share with you our services and supports and to hear first-hand what your needs and questions might be, talk to one of our advisors or join us at our Let's Talk Business Information Seminar held regularly throughout the year.

Whether you are starting a new business, or if you are a small business owner looking to expand, talk to us today. We are here to help and look forward to meeting you!

THE TEAM

The Team at the **Local Enterprise Office South Cork** is delighted to present a week-long schedule as part of the first nationally co-ordinated 'Local Enterprise Week' led by Local Enterprise Offices across Ireland to promote the supports available to entrepreneurs and micro businesses.

The schedule will include 15 varied and interesting events including topical workshops, networking opportunities and an awards event, many of which are open to all and free to attend.

The 2016 programme of events is designed to stimulate enterprise and business development in the region and to deliver opportunities for SMEs to learn from Industry experts and engage in valuable networking.

Check out our full schedule [here](#) or visit us online - www.localenterprise.ie/SouthCork.

Make time for you and your business – be part of South Cork's Enterprise Week!



Programme of Events LEO South Cork

Monday 7th March

Take it to the Bank! CORK	Cork International Airport Hotel	11.00am - 1.00pm	Free
New Frontiers Programme Showcase and Awards Evening	The Rubicon Centre, CIT Campus, Cork	4.45pm – 6.00pm	Free

Tuesday 8th March

Google Tools	Cork International Airport Hotel	9.30am to 1.00pm	€30
Launch of Greenshoots Emerging Entrepreneur Programme 2016	Macroom E	9.30am to 12.00pm	Free
Start Your Own Business Programme	Cork International Airport Hotel	6.30pm to 9.30pm	€100

Wednesday 9th March

Changing Food Trends Breakfast Seminar	Electric Bar & Restaurant	8.45am to 11.00am	Free
Maximise the Value of your Network	Rochestown Park Hotel	10am to 1pm	Free
Export – it's easier than you think	Cork International Airport Hotel	10am to 3pm	Free

Thursday 10th March

Let's Talk Trading Online Information Seminar	The River Lee Hotel, Western Rd, Cork	9.30am to 12.30pm	Free
Let's Talk Procurement	Council Chamber, County Hall, Cork	2.30pm to 4.00pm	Free
Network for Cork's Young Entrepreneurs	Cork City Gaol	6.45pm to 9.30pm	Free

Friday 11th March

CIT Prize for Innovation Sponsored by Local Enterprise Offices Cork	CIT	11.00am to 1.00pm	Invitation only
Selling for Success Programme	Floor 16, County Hall (Old Council Chamber)	9.30am to 1pm	Invitation only
LEO South Cork Enterprise Awards & Showcase 2016	Foyer, County Hall	2pm to 5pm	Free
Let's talk Social Media	Council Chamber, County Hall	2pm to 4pm	Free

BOOK NOW

BOOK NOW!

Call: 021 4975281 Email: southcork@leo.corkcoco.ie
Online: www.localenterprise.ie/SouthCork

Don't delay
Book today

Monday 7th March

Take it to the Bank! CORK



Time:
11.00am to 1.00pm

Location:
Cork International Airport
Hotel

Fee: Free

Booking:
Online booking is essential



The Strategic Banking Corporation of Ireland, in association with John Finn of Treasury Solutions and the Local Enterprise Office Cork, invite you to a morning briefing and networking event at the Cork International Airport Hotel on March 7th.

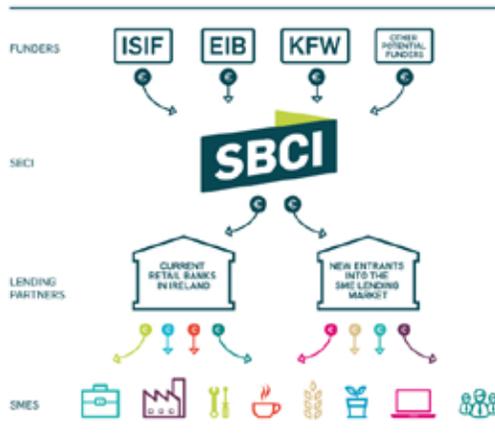
Whether you are seeking to borrow 5,000 or 5,000,000 we want to meet you and hear about your business financial needs and goals.

John Finn of Treasury Solutions will focus on the practicalities and items for consideration in financing SMEs. Given that there are a variety of sources of funding available, it is important to evaluate the alternatives and, ideally, to select the source(s) that is a best fit for the Company based on its business sector and stage of development.

Event schedule

- 11.00am** Registration & Tea/Coffee
- 11.20am** Welcome – Local Enterprise Office South Cork
- 11.30am** John Finn, Treasury Solutions
- 12.15pm** John Madigan, Head of Products, Strategic Banking Corporation Ireland
- 12.45pm** Q&A
- 1pm** Event close

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Monday 7th March



Time:
4.45pm – 6.00pm

Location:
The Rubicon Centre, CIT
Campus, Cork

Fee: Free

Booking: Invitation Only

New Frontiers Programme Showcase and Awards Evening

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.



Twelve projects from the New Frontiers Programme 2015 Phase 2 will be showcased on the evening of March 7th, of which some will be presented with Awards sponsored by Local Enterprise Office South Cork.

Attendance at this event is invitation only.

Tuesday 8th March



Time:
9.30am – 1.00pm

Location:
Cork International
Airport Hotel

Fee: €30

Booking:
Online booking is essential

Google Tools

Explore Google Analytics, Google Adwords, Google Places and Search Console. Take advantage of these resources to better engage and retain your customers and gain new customers. Understand how to use these tools to efficiently manage your online presence.

Alan O' Meara of Almedia Training & Design will facilitate this morning session



BOOK NOW

Tuesday 8th March



Time:

9.30am – 12.00noon

Location:

Macrooom E

Fee: Free

Booking:

Invitation Only

Launch of Greenshoots Emerging Entrepreneur Programme 2016

Since its inception five years ago, the Greenshoots programme has supported fifty five aspiring businesses in Cork, enabling them to develop their ideas from conceptual stages through to launching new companies. The programme is funded and supported by Cork County Council and the Local Enterprise Offices in Cork.

During each programme, Greenshoots participants avail of free shared office space, weekly training workshops on key areas of business development, individual mentorship, business coaching, links with local and national support agencies, guidance from excellent established entrepreneurs and lots of peer to peer support.



Tuesday 8th March



Time:

6.30pm – 9.30pm

Location:

Cork International Airport Hotel

Fee: €100

Booking:

Online booking is essential

Start Your Own Business Programme

This 6-part programme will guide you through the fundamental aspects of starting up and running a business. The objective of this programme is to assist you in assessing your business idea, its viability and to help you decide if you should proceed.

Learning Outcomes Include:

- Assess suitability for self employment
- Learn techniques to develop the business idea
- Assess business viability
- Understand how to go about setting up a business
- Conduct basic market research
- Develop a marketing plan
- Understand basic book-keeping techniques/taxation
- Develop a financial plan
- Prepare a business plan

BOOK NOW



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Online: www.localenterprise.ie/SouthCork

Wednesday 9th March



'Changing Food Trends' Breakfast Seminar

Taste Cork invites you to the 'Changing Food Trends' Breakfast Seminar on Wednesday 9th March 2016. Join us at Electric to enjoy a beautiful locally sourced breakfast, followed by an insightful 'Changing Food Trends' talk led by Mary Daly, the Food Safety Company and create your own #12mile' talk by Kevin Aherne, Sage Restaurant. It's an opportunity for like minded people right across the food sector to share food, celebrate local produce and mingle with one another. Suited to Cork chefs, restaurateurs and producers alike. Taste Cork strives to create connections and what better way to do it than over a Cork breakfast.



Time:
8.45am – 11.00am

Location:
Electric Bar & Restaurant

Fee: Free

Booking:
Online booking is essential

BOOK NOW



Wednesday 9th March



Maximise the Value of your Network

Networking can provide every business with a strategic competitive advantage. Understand and measure the potential of your network with this interactive morning. Participants will also learn the skills and techniques of creating effective networks.

Understand the value of peer to peer collaborations and the importance of investing quality time and commitment to build trusted and long lasting business relationships.

Focus on how to leverage untapped resources within your network.

The Plato Business Networking is one of Ireland's longest established and premier business networks and J.J. O'Connell the National Director of the Plato Business Network will facilitate this morning session, registration and refreshments from 9.30am with 10am start.

Time:
10.00am – 1.00pm

Location:
Rochestown Park Hotel

Fee: Free

Booking:
Online booking is essential

BOOK NOW



Wednesday 9th March



Time:
10.00am – 3.00pm

Location:
Cork International
Airport Hotel

Fee: Free

Booking:
Online booking is essential

Export – it's easier than you think

As part of Enterprise Week, The Enterprise Europe Network in association with the Local Enterprise Office, South Cork and the Local Enterprise Office, Cork City shall be hosting a work shop style event 'Export-Its Easier Than You Think!'



The objective of this work shop is to 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. Each company of the key export success factors in order to begin the export journey.

Programme Summary:

The workshop will enable participants to assess their export readiness and develop export market entry strategies for their target market(s) and answer key questions including:

- Is my product exportable?
- How can I establish if there is a demand for my product in the target country?
- How can I fully understand the target export market and culture?
- How will I determine product pricing?
- Do I have the resources required to export successfully?
- How will I manage the overseas sales process?
- How will ensure that I get paid?

This workshop will mainly benefit companies that manufacture fast moving consumer goods including soft drinks, chocolate, foods, toiletries and alcohol but other companies with physical products can also gain an insight into routes to export.

[In addition to the workshop an introduction to the Enterprise Europe Network and some of its services will be provided.](#)

BOOK NOW

BOOK NOW!

Thursday 10th March



Time:

9.30am – 12.30pm

Location:

The River Lee Hotel,
Western Rd, Cork

Fee: Free

Booking:

Online booking is essential

Let's Talk Trading Online Information Seminar

This FREE training seminar is the first step in applying for the Trading Online Voucher. It is mandatory to attend an Information Seminar before 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 your online trading proposition. Online registration is essential. What will be covered: Customers finding your business online Covering basic SEO, Mobile friendly website, selling products & services online, e-Commerce How to find new customers online Pay per click advertising, Google Vs Facebook, targeting demographics, increasing traffic & online engagement Using your E-Voucher wisely How to identify individual needs of each participating business and increase the return on investment .

The session will be facilitated by Alan O'Meara of Almedia Design & Training

[BOOK NOW](#)

Thursday 10th March



Time:

2.30pm – 4.00pm

Location:

Council Chamber, County
Hall, Cork

Fee: Free

Booking:

Online booking essential

Let's Talk Procurement

The Local Enterprise Office South Cork in partnership with Cork County Council will hold an information event on Public Procurement. This event is designed to provide information on opportunities and the methodologies involved in new Public Procurement regulations.

Event schedule

2.30pm Welcome & Introduction – Local Enterprise Office South Cork

2.40pm Opportunities to tender for Public Sector business and how to tender – MacDara O' Hici, Head of Procurement, Cork County Council

3.15pm Q&A

4.00pm Event close

[BOOK NOW](#)

Thursday 10th March

Network for Cork's Young Entrepreneurs



BOOK NOW

The launch of the Network for Cork's Young Entrepreneurs will take place on Thursday March 10th in the Cork City Gaol. 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 our two key note speakers Eimear McNally of Think Visual & Meabh Ring.

Time:

6.45pm – 9.30pm

Location:

Cork City Gaol

Fee: Free

Booking:

Online booking is essential

Cork's Young Entrepreneurs Network

MARCH 10TH 2016 ★

NETWORKING EVENT 🚤

LEARN *visual communication* with *and* **THINK VISUAL**

CREATIVE CONSULTANT **MEABH RING**

DOODLE NINJAS ★

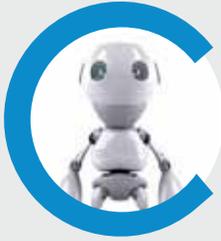
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Online: www.localenterprise.ie/SouthCork

Friday 11th March



Time:
11.00am – 1.00pm

Location:
CIT

Fee: Free

Booking:
Invitation Only

CIT Prize for Innovation

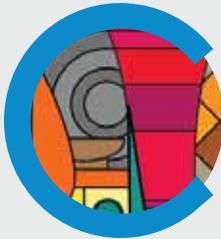
Sponsored by Local Enterprise Offices



CIT Prize for Innovation 2015-2016 - €10k Prize Fund

The CIT Prize for Innovation is an annual competition held on CIT's Bishopstown Campus. The competition awards cash prizes to those whose inventions and business ideas are judged most creative, novel, innovative, and likely to succeed in the marketplace.

Friday 11th March



Time:
9.30am – 1.00pm

Location:
Floor 16 (Old Council Chamber), County Hall

Fee: Free

Booking:
Invite only (exclusively for members of Cork Craft & Design)

Selling for Success Programme



This half day workshop will help members of Cork Craft & Design gain insights as to how to become a more effective sales person by understanding and learning sales concepts, techniques and skills and applying it to their creative business.

Facilitator: Maria Coakley of Coakley Project

Friday 11th March



Time:
2.00pm – 4.00pm
Location: Council Chamber,
County Hall
Fee: Free
Booking:
Online booking essential

Let's Talk Social Media

Learn about the importance of a clear Social Media strategy and messaging. Delivered by Greg Canty of Fuzion Communications. Greg is a partner with Fuzion, a full service Marketing & PR firm with offices in Cork and Dublin. He is a qualified accountant who held senior roles within the Drinks industry for Heineken and Guinness including posts as General Manager. He owned a chain of retail music stores in Ireland. Greg is responsible for overall Planning for clients.

He has specific online expertise. He is considered one of the leading B2B bloggers in Ireland and is a highly sought after Social Media Consultant. Greg lectures on Social Media for the Digital Marketing Institute and runs training courses for some of the LEOs.



BOOK NOW

Friday 11th March



Showcase:
2.00pm – 4.00pm
Awards:
4.30pm - 5.30pm
Location:
Floor 16 (Old Council
Chamber), County Hall
Fee: Free
Book: Invite only

LEO South Cork Enterprise Showcase & Awards 2016

The South Cork Local Enterprise Office invited businesses from the South Cork region which satisfied the following eligibility criteria to compete to be the South Cork nominated finalist in the National Enterprise Awards 2016.

Eligibility:

- The Business must have 10 employees or less;
- The Business must have been in receipt of grant assistance or other supports (eg. training, mentoring) from LEO South Cork;
- LEO South Cork Clients who have transferred to Enterprise Ireland since Jan 2015 are also eligible to apply.
- Previous County winners that satisfy the above criteria are eligible to enter.

The South Cork shortlisted businesses will compete at a showcase event on March 11th 2016 which will be the final event of this year's Enterprise Week 7th-11th March in South Cork.

Prize Fund:

LEO South Cork Winner: €2,500 cash + €2,500 soft support voucher
LEO South Cork Runner Up: €1,000 cash + €1,000 soft support voucher



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Online: www.localenterprise.ie/SouthCork

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