

Enterprise Week 2014

Derry~Londonderry

Monday 24th February

Guildhall

10.00am-12.30pm

Taste Our Best, Food Tourism Event

John McKenna, The Bridgestone Guide
Pyke & Pomes Street Food Case Study
Beech Hill Country House Hotel Case Study

2.00pm-4.00pm

Inside the Mind of Today's Shopper. Des Mulholland, The Retail Consultant

Millennium Forum

10.00am-4.00pm

NI Creative Marketplace (Invitation Only)

St Mary's College

9.00am-1.00pm

Young Enterprise Food & Drink Masterclass (Invitation Only)

Tuesday 25th February

Waterfoot Hotel

9.30am-12.30pm

The Digital Hub

Super Connected City, Voucher Scheme Programme
Local Case Study – Lucid Interactive Limited
Virtual Collaboration,
Colm McColgan, ERNACT
Digital & Media Trends,
Christer Holloman
Facebook for Business, Bill McCartney, Net4wiseowls.
Digital Marketing & Up & Coming Social Media, Naomh McElhatton
Digital Drop In Clinics

2.00pm-5.00pm

Introduction to eBay. Workshop, Michael Hughes

2.30pm-4.00pm

Social Media for Social Enterprises, Naomh McElhatton

Diamond Centre, Claudy

7.30pm- 9.30pm

Public Procurement Workshop, RAPID

Wednesday 26th February

City Hotel, Alexander Suite

8.00am-9.30pm

Make a Start; Part 1 of the Export or Die Series, Londonderry Chamber of Commerce

City Hotel, Ballroom

9.30am-1.00pm

Accessing Business Finance Workshop

2.00pm-4.30pm

General Business Bootcamp

Alan O'Neill, International Business Guru
Consumer Insights, Nielsen Market Research
Business Clinics & General Business Support Area

BEAM Centre, Maydown

2.00pm-4.00pm

Accessing Business Support, Business in the Community

Thursday 27th February

Everglades Hotel

8.45am-9.45pm

Closing the Deal, Sales Techniques.
Seamus McAdams, i2 Marketing

10.00am-1.30pm

Meet the Buyer Event

1.30pm- 2.30pm

Pre-Commercial Procurement, SBRI, Pat Doyle

3.00pm-4.00pm

Branding for Business, Lara Goodall Consulting

St. Cecilia's College

9.30am-12.30pm

Creative Schools Apps Event (Invitation Only)

Beech Hill Country House Hotel

7.30pm-9.30pm

The Clipper Experience, a Fireside Chat with Rob Lewis, Mission Performance (Invitation Only)

Friday 28th February

University of Ulster, Magee

9.30am-12.30pm

The Leadership Academy

Alan Chambers, Polar Explorer & Adventurer
Elenor McAvoy,
Chief Executive Budget Energy Ltd
Rob Lewis, Mission Performance, Professional Development Consultant
Leadership Development Workshop, Paul Fieldhouse, Hyperion Growth

1.30pm-3.00pm

Caitlin O'Connor, Networking, Lead Generation & Marketing Expert