



# Enterprise Week 2014

Derry~Londonderry



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Sustainable Competitiveness Programme for Northern Ireland.





Enterprise Week 2014

Welcome to Derry~Londonderry's Enterprise Week 2014. The city's second Enterprise Week is a special showcase event aimed at promoting business development and entrepreneurial spirit, stimulating business growth, new business creation and driving economic prosperity within our region.

This programme of events offers something for everyone, regardless of whether you want to develop a business idea, start a business or grow your existing enterprise.



## Taste Our Best, Food Tourism Event

### Guildhall

9.45am **Registration**

10.00am **Mayor**  
Launch of Enterprise Week 2014

10.15am **John McKenna**  
**Bridgestone Guide**



The Bridgestone Guides are independent guides to Irish food and hospitality. Cited as the most dynamic and interactive murmuration of food producers, restaurateurs, artisans and mavericks in Ireland. The guides are written and edited by John McKenna and his wife Sally, who are internationally recognized as Ireland's leading authorities on specialty food and hospitality.

11.05am **Local Case Study**  
**Pyke & Pommés Street Food**



The global trend for upmarket street food has come to Derry in the form of Kevin Pyke's hugely popular mobile catering van, ensuring Derry is right up there with the latest in food fashion. The concept is simple, fresh local produce provided by a very driven chef. Kevin began his career in the Cornish Isles of Scillies 17 years ago, and has gone on to work in restaurants throughout the world including Bali, Greece and Australia.

11.20am **Local Case Study**  
**Beech Hill Country House Hotel**



The award winning Beech Hill Country House Hotel is a luxurious four star country house built in 1729 surrounded by woodlands in the picturesque setting of the Faughan Valley. Come along to hear from owner, Patsy O'Kane, who has been awarded an MBE for services to Tourism & Hospitality on the Queen's New Year's Honor's List.

11.35am **Breakout Session**

During this session businesses will have the opportunity to discuss learnings from the morning session and engage with John McKenna in relation to their Business.

Monday 24th February

12.30-1.30pm **Supplier Showcase & Light Lunch**

 **Guildhall**

## Inside the Mind of Today's Shopper

2.00-4.00pm **Registration 1.45pm**



### **Des Mulholland, The Retail Consultant**

Retailers, do you want to learn the secrets of attracting more customers? Do you want to change customer perceptions and increase your business presence on-line?

If you would like to learn new techniques in attracting new customers and maximising the customer experience for your existing customers, sign up for this innovative workshop.

 **Millennium Forum**

10am-4.00pm



### **NI Creative Marketplace (Invitation Only)**

Between January and February 2014, DCAL's Creative Marketplace programme will allocate over £300,000 worth of Creative Marketplace vouchers to individuals and organisations from across Northern Ireland. These vouchers can be spent on a range of creative services - from graphic design to animation, filmmaking to music publishing. On February 24th, the 75 voucher recipients will come together with 65 creative industries suppliers for a huge invitation-only marketplace event at the Millennium Forum.

Funded by the Department of Culture, Arts and Leisure and delivered by CultureTECH, NORIBIC, Digital Circle and C-TRIC.

 **St Mary's College**

9am-1.00pm



### **Food & Drink Master Class (Invitation Only)**

#### **Young Enterprise**

Young Enterprise NI has designed an Entrepreneurship Master Class which focuses on the Food & Drink Industry. Students from the local area will be presented with a challenge to develop an exciting new food/drink product which they must pitch to business volunteers from the local Food & Drink Industry. Students will design packaging and also develop their business plan to include finances and sales and marketing plans.

## Digital Hub

### Waterfoot Hotel

9.15am **Registration**

9.30am **Super Connected City**  
**Linda Williams, Derry City Council**

Introduction to Super Connected Derry Voucher Scheme Programme which will provide vouchers valued between £250 - £3,000 to assist SME's to cover the capital connection costs of Ultrafast Broadband. Come along to hear how your business can benefit from this scheme.

9.45am



**Local Case Study**  
**Lucid Interactive Limited**

Lucid Interactive produce eCommerce solutions for online sellers from across the globe. Find out how they make the process of selling on marketplaces like Amazon & eBay easier and how it can increase sales.

10.00am



**Virtual Collaboration**  
**Colm McColgan, ERNACT**

ERNACT (European Regions Network for the Application of Communications Technology) is developing services to help your company create commercial or development linkages with other partners around Europe. These services are carried out in conjunction with the region's public sector, such as local council or business development agency. ERNACT can also advise on participation in EU technology transfer or research projects.

10.30am



**Digital & Media Trends**  
**Christer Holloman**

Christer Holloman is a Sky News technology feature writer, author of the Amazon bestseller 'The Social Media MBA', and Chairman of First Tuesday - the UK's largest network for high growth technology companies and their investors. Holloman was previously Head of Digital Product Development at The Times and The Sunday Times and will share some fascinating insights into current digital and media trends.

 **Waterfoot Hotel**

**11.00-11.45am**



**Facebook for Business**  
**Bill McCartney, Net4wiseowls**

Bill McCartney is the founder of Net4wiseowls, a social media training business providing social media training across Northern Ireland to over 150 small businesses, large companies, government, voluntary and private organisations. In this interactive workshop learn how to engage with your audience and strategically market to those interested in your website and social media sites expanding your customer base.

**11.45-12.30pm**



**Digital Marketing & Up & Coming Social Media**  
**Naomh McElhatton**

Naomh McElhatton is Managing Director of Digital Advertising Northern Ireland (DANI), with a successful career approaching 10 years in contract negotiation, procurement and sales management. Responding to the explosive growth in the online advertising market and recognising the power of the internet to connect potential sellers with potential buyers, Naomh created DANI to help advertisers access the Northern Ireland online marketplace.

12.30pm A Light Lunch Will Be Provided

**12.30-2.00pm**

**Digital Drop In Clinics**

Come along to our drop in clinics and get free, independent, expert advice tailored to your business needs from two of our leading business mentors:



**Damian Donnelly, AdMan** - Damian is a marketing and communication professional with a wealth of information on using social media (strategy, content and network-building), reviewing your Google search visibility and optimising your online presence.



**Seamus McAdams, i2Marketing** - Seamus is a chartered marketer with over 20 years experience in providing unique export marketing solutions to businesses, both large and small. He will be on hand to advise on sales strategies you can implement to generate additional profit for your organisation.

Tuesday 25th February

## Waterfoot Hotel

### Introduction to eBay

2.00-5.00pm

Registration 1.45am



#### Michael Hughes

It is now being reported that multiple retailers on the high street are generating approximately 30% of their overall business from their websites and that Internet retail sales account for over 10% of all retail sales. Come along to hear from Ireland's first eBay trained and accredited 'Education Specialist' to find out more about establishing your online business.

This three hour illustrated presentation will feature live demonstrations on how to effectively harness the power of eBay and insider tips on how to maximise sales and profits.

2.00-4.00pm



#### Social Media for Social Enterprises

Naomh McElhatton, in association with Enterprise North West

Learn how to effectively market your business on Facebook, Twitter, LinkedIn and other social media platforms.

This specially designed workshop for Community & Voluntary sector organisations and Social Enterprises will enable your organization to develop a coherent strategy to make the best use of new media.

## Diamond Centre, Claudy

7.30-9.30pm



#### Public Procurement Workshop

RAPID

The Northern Ireland Public sector is estimated to spend more than £1.6 billion each year on goods and services via tenders. There is also a desire from within the local assembly to increase Small and Medium Enterprises' participation in these opportunities.

This session aims to highlight opportunities for local companies to tender for goods and services within the public sector, explain the tendering process and enable businesses to make successful bids.



## City Hotel, Alexander Suite

8.00-9.30am

Registration 7.45am



### Make a Start: Part 1 of the Export or Die Series Londonderry Chamber of Commerce

The New Export or Die series of events kicks off at Enterprise Week with the first in a two-part event entitled Exploit Your Export Potential.

Make a Start Part 1 is aimed at any business considering increasing sales by selling outside of Northern Ireland. This event will encourage you to make a start in assessing your business's potential for export, preparing an action plan, how to go about researching your new markets and the routes to market.

## City Hotel, Ballroom

10am-1.30pm

Registration 9.45am



### Accessing Business Finance

**Speakers include: Invest NI, Intertrade Ireland, Small Business Loans Fund, Rockstar Loans & Funding Unit, Derry City Council**

This session aims to equip business owners and managers with the knowledge to successfully access business finance and how best to present a finance application. The workshop will outline the main types and sources of loan and equity funding and provide an overview of training and employment subsidies.

Mentoring assistance shall also be made available for those who require more bespoke in-depth assistance.

1.30pm A Light Lunch Will Be Provided

## North West Business Complex

1.30-4.00pm



### Impress the Board - Financial Planning Helen McKenna, in association with Enterprise North West

Helen McKenna is Managing Director of Clarity Training and is an experienced business trainer and an associate lecturer at the University of Ulster, specialising in delivering courses and lectures in entrepreneurship, strategic planning, business planning and financial planning. During this session Helen will assist businesses to effectively implement financial planning tools to predict costs and revenues, developing strategies for the future. Helen will also introduce attendees to social return on investment tools & techniques.

Wednesday 26th February

 City Hotel, Ballroom

## General Business Bootcamp

12.30-2.00pm

### Business Clinics & Business Support Zone

Speak to local agencies about the support available to your organisation, including: Bryson Future Skills, Department of Employment & Learning, Enterprise North West, Invest Northern Ireland, REN NET, University of Ulster - Office of Innovation and many more.

2.00-3.00pm

Registration 1.45pm



### Alan O'Neill, International Business Guru

In recent years, Selfridges doubled sales... increased customer service by 27%... grew profit by 230% - and became the **best dept. store in the world**. And all of this against the worst downturn in modern times. Alan O'Neill helped to steer this from the inside and in this presentation, will share stories, practical tips and tools to help you do the same for **your** business – whatever your size or industry.

3.00-4.00pm



### Market Research, Trends & Insights

AC Nielsen

As a global leader in measurement and information, AC Nielsen believes that providing clients with a precise understanding of the consumer is the key to making the right decisions -- decisions that can lead to profitable growth. Come along to this insightful session to keep pace with emerging market trends and the increasingly diverse, demanding & connected consumer.

 BEAM Centre Maydown

2.00-4.00pm

**BUSINESS  
IN THE  
COMMUNITY**

### Accessing Business Support Workshop Business In The Community

Business in the Community have a range of programmes available to support the growth of Small Businesses, from employment options to one to one mentoring with business experts and advice on energy efficiency. Come along to find out what opportunities are available for your business.

 Everglades Hotel

Procurement

8.45-9.45am

Registration 8.30am



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

The 'Closing the Deal' workshop will provide those firms attending the Meet the Buyer event with practical sales advice and tips to help them create a favourable first impression with buyers and assist them in moving the buyer-supplier relationship to a "win-win" close. Areas covered will include: Preparing for the Sale, The Approach - First Impressions Count, Identifying Customer Needs, the Persuasive Presentation, Handling Objections and Taking it to the Next Level - Closing the Sale!

10.00am

Registration 9.30am



### Meet the Buyer Event

Procurement is a cornerstone of the Business Opportunities Programme with the aim of ensuring our local small and medium sized enterprises (SME's) have the confidence, knowledge and practical skills to successfully tender for public sector and big business contracts. The Meet the Buyer Event aims to assist local SME's to grow and showcase their business to a very important and influential public sector and big business audience, and to provide public sector and big businesses with the opportunity to meet existing and potential new suppliers under the one roof.

12.30pm A Light Lunch Will Be Provided

1.30-2.30pm

Registration 1.15pm



### Pre-Commercial Procurement Pat Doyle, SBRI

The Small Business Research Initiative (SBRI) is a well established process connecting public sector challenges with innovative ideas from industry, supporting companies in generating economic growth and enabling improvement in achieving government objectives.

SBRI provides innovative solutions to challenges faced by the public sector, leading to better public services and improved efficiency and effectiveness, as well as new business opportunities for companies.

3.00-4.00pm

Registration 2.45pm



## Branding for Business

Seamus McAdams, i2 Marketing

This workshop aims to show participants how building a better brand, creates greater profit margins, increased sales and the ability to attract & retain talented people, leading to a stronger, more competitive business. Attendees will be shown the benefits of creating a brand, where branding sits with corporate identity and marketing, and practical tips on how to create a stronger brand for their own business.

## St. Cecilia's College

9.30-12.30pm



## Creative Schools Apps event (Invitation Only)

As part of DCAL's Creative Marketplace programme, young people from post-primary schools across the North-West are being invited to develop their very best ideas for new mobile apps. Up to 100 of them will then descend on St Cecilia's College in Derry-Londonderry to develop those ideas with the help of professional app developers, business mentors and each other before pitching them to a judging panel. The top five groups will then see their app ideas come to life as a team of professional developers work with them to turn them from initial sketches into real working prototypes.

Funded by the Department of Culture, Arts and Leisure and delivered by CultureTECH, NORIBIC, Digital Circle and C-TRIC.

## Beech Hill Country House Hotel

7.30-9.30pm



## The Clipper Experience, a Fireside Chat (Invitation Only)

Rob Lewis, Mission Performance

Sit down and share some of the unique insights of leadership expert Rob Lewis, Managing Director of Mission Performance, who is currently conducting a study on the leadership and followership of the crews involved in the Clipper Round the World Yacht Race - including the crew of our own Derry-Londonderry-Doire yacht. Find out how Rob and his team develop psychological strategies which can be applied to enhance performance in the boardroom, and some of the lessons from this epic challenge which may have specific relevance in the extreme environment of the NI business world.



## The Leadership Academy

9.45am

### Registration

10.00am



### Alan Chambers, Polar Explorer & Adventurer

Alan Chambers MBE is a Polar Explorer and Adventurer. He led the first successful British team to walk unsupported from Canada to the Geographical North Pole and he has since led many expeditions to both the South and North Poles. A fascinating motivational speaker, Alan draws on his experiences in the North Pole and other extreme environments to inspire others to overcome life's challenges. Alan delivers talks to global audiences from a broad spectrum of businesses, blue-chip organisations and non-profit organisations.

10.30-11.00am



### Eleanor McEvoy, Chief Executive Budget Energy Ltd

Budget Energy is Northern Ireland's only independent supplier of retail, pre-paid electricity. Before founding it in 2011, Eleanor McEvoy built and sold two previous businesses: Pembroke Distributors, a food distribution and vending company and Phonocard Warehouse, sold in 2006 with a net turnover of €50 million.

Budget Energy has been operating within Northern Ireland since December 2010. The company supplies electricity to domestic and commercial customers and, since going live in July 2011, has acquired more than 25,000 customers.

11.15am



### Rob Lewis, Mission Performance, Professional Development Consultant

Rob Lewis is a founding member and Managing Director of Mission Performance. ([www.missionperformance.com](http://www.missionperformance.com)) He has over 25 years of leadership training and facilitation experience with a wide variety of international clients at all levels of seniority. He has designed and delivered in excess of 275 separate programmes for a range of international corporate organisations based on unique psychological strategies developed on his various expeditions.

Friday 28th February

 University of Ulster

12.00-12.30pm



## Leadership - Make an Impact to Your Bottom Line

Paul Fieldhouse, Hyperion Growth

Why is leadership important to your company? Will it really make you more profit? In this powerful and insightful workshop Paul Fieldhouse, the only Executive Coach in Northern Ireland accredited to deliver the world's first ECR360 Leadership development tool, will examine the value of developing leadership in ourselves and our teams, giving an overview of Intelligence versus Emotional Intelligence, the 10 specific areas of Leadership Behaviour and how developing teams will impact on bottom lines.

12.30pm A Light Lunch Will Be Provided

## Networking, Lead Generation & Marketing

1.30-3.00pm

Registration 1.15pm



## Caitlín O'Connor

In association with Women In Enterprise

**Caitlín O'Connor** is widely acknowledged as one of the leading experts in networking, lead generation and marketing. Her passion for empowering people to take control and action through learning inspire her exhilarating, energy charged and results oriented programmes. Accelerating Performance was founded by Caitlín in 2005 to stimulate growth through forward thinking. Caitlín is also an Ambassador with Dublin Chamber of Commerce and on the Board of IIBN. In addition Caitlín is an accredited Emotional Intelligence practitioner.



Derry City Council  
Business Opportunities Programme

To register for events go to:

[www.derrycity.gov.uk/BusinessOpportunities/EnterpriseWeek](http://www.derrycity.gov.uk/BusinessOpportunities/EnterpriseWeek)

Please note: Registration is typically 15min prior to event start time.  
Please refer to the full programme for confirmation of registration time.

## Monday 24th February

Guildhall	
10.00am-1.30pm	Taste Our Best, Food Tourism Event John McKenna, The Bridgestone Guide Pyke & Pommes Street Food Case Study Beech Hill Country House Hotel Case Study Local Food Supplier Showcase
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
12.30pm-2.00pm	Digital Drop In Clinics
2.00pm-5.00pm	Introduction to eBay. Workshop, Michael Hughes
2.00pm-4.00pm	Social Media for Social Enterprises, Naomh McElhatton in association with Enterprise NW
Diamond Centre, Claudy	
7.30pm- 9.30pm	Public Procurement Workshop, RAPID

## Wednesday 26th February

City Hotel, Alexander Suite	
8.00am-9.30am	Make a Start: Part 1 of the Export or Die Series, Londonderry Chamber of Commerce
City Hotel, Ballroom	
10.00am-1.30pm	Accessing Business Finance Workshop
2.00pm-4.00pm	General Business Bootcamp Alan O'Neill, International Business Guru Consumer Insights, Nielsen Market Research Business Clinics & General Business Support Zone
North West Business Complex	
1.30pm-4.00pm	Impress The Board - Financial Planning, Helen McKenna in association with Enterprise NW
BEAM Centre, Maydown	
2.00pm-4.00pm	Accessing Business Support, Business in the Community

## Thursday 27th February

Everglades Hotel	
8.45am-9.45am	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, Seamus McAdams, i2 Marketing
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	
10.00am-12.30pm	The Leadership Academy Alan Chambers, Polar Explorer & Adventurer Elenor McEvoy, Chief Executive Budget Energy Ltd Rob Lewis, Mission Performance, Professional Development Consultant Leadership - Make an Impact to your Bottom Line, Paul Fieldhouse, Hyperion Growth
1.30pm-3.00pm	Caitlin O'Connor, Networking, Lead Generation & Marketing Expert , in association with WIE



## Derry City Council Business Opportunities Programme

For regular updates go to  
[www.derrycity.gov.uk/BusinessOpportunities/EnterpriseWeek](http://www.derrycity.gov.uk/BusinessOpportunities/EnterpriseWeek)  
or follow us on Facebook, Twitter and LinkedIn.



This document is available upon request in a number of formats including large print, Braille, PDF, audio cassette and minority ethnic languages.

### For further information on alternative formats

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