

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.

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.