

Booking Form

Participant(s):

Company:

Business Description:

Address:

Phone:

Email:

Website:

Please complete your name(s) and Business name as you would like them to appear on your conference Badge(s)

*Do you wish to exhibit? Yes No

*Stand area is 6ft trestle table. One table per business. Spaces are limited, allocation on a first come, first served basis.

Stands can be set up in the Hotel from 4.30pm to 6.30pm on Wed 28th September 2011

Conference Costs:

Conference fee per delegate €35

Exhibition stands no charge

Special Overnight Rates Single Room: €60 Twin room: €80

To avail of special conference rate contact Ballykisteen Hotel, Tel: 062 33333, emma.walsh@ballykisteenhotel.com, www.ballykisteenhotel.com

If you have any special needs or are a registered disabled person please let us know before attending the conference.

Completion and Payment

Book on Line at: www.kceb.ie

Please complete the booking form and return with the appropriate fee (cheques payable to Kilkenny CEB) to:

Kilkenny County Enterprise Board, 42 Parliament St., Kilkenny

Email: fiona@kceb.ie Tel: 056 7752662

For further information contact your local Enterprise Board;

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comerfordk@carlow-ceb.com
Tel. 059 9130880

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YOUR
COUNTRY
NEEDS YOU



Introduction

Over 97% of businesses operating in Ireland today are “small” Enterprises. Small businesses are important as they provide local employment, deliver local services and contribute not only to the economy, but also to the social and cultural life of the entire country. Small businesses account for over 40% of Gross Value Added and form an essential part of the supply chain for larger firms.

The outlook remains challenging for small businesses after a couple of years in which there has been record levels of closures and job losses. However thousands of businesses like you have survived and it is to you that Ireland will look to be the backbone for economic recovery.

It is essential that the role of small businesses be recognised and everything possible done to support, encourage and equip it for recovery.

“Develop small businesses for a more sustainable future!”

Conference Programme

Wednesday 28th September 2011

7.00pm Dinner

8.00pm **Keep a Positive attitude with Terry Harmer, NLC, Kilkenny.**

9.00pm **South East Women in Business Awards presented by Kieran Comerford, Carlow CEB.**

The Enterprise Boards in the South East provide direct financial assistance to new and existing enterprises and promote entrepreneurship and management development at a local level to micro enterprises. Celebrating Female Excellence in Business Awards was established to acknowledge the role of women in the development of Enterprise in the South East.

10.00pm **Entertainment by Paupers Glory**

Thursday 29th September 2011

9.15am Registration

9.30am **Welcome address:** Minister John Perry, Department of Enterprise, Jobs and Innovation,

9.50am **Ethel Power, CEO Tipp FM Radio. (M.C.)**

Former Head of Communications at Ryanair and former Commercial Director of Dublin Zoo, Ethel has worked in many senior roles in Europe and the USA. Ethel has been CEO of Tipp Fm Radio for 7 years, joining at a time when the radio station was faced with many challenges. Tipp Fm is now in the top three radio stations in Ireland and boasts one of the highest market shares of any radio station. Ethel has over 20 years experience working in senior roles in Marketing, Business Development and Communications.

10.00am **Patrick McCormack, M.D. Sam McCauley Chemists Small Business is Our Future**

Patrick McCormack, qualified as a pharmacist in 1988 from Trinity College. He worked as a pharmacist from 1991 with the Sam McCauley Chemist Group before becoming a shareholder in 1996. Since then, he has progressed to Joint CEO in 2003 and was appointed Managing Director in 2007. Sam McCauley Chemists is the largest 100% Irish owned pharmacy chain, has an annual turnover of over 80m Euro and currently has in excess of 550 employees in 25 locations throughout the country.



10.50am Tea/Coffee, Networking and Stand viewing

11.20am **Jill Kerby, Financial Journalist Finance Your Future**

A native of Montreal, Canada and living in Ireland for 30 years, Jill Kerby is one of Ireland's pioneering personal financial journalists and has established a reputation for being fiercely on the side of the consumer. Her weekly syndicated column, Money Times has appeared in regional newspapers since 2000. She is also co-author of the long-standing and best-selling annual TAB Guide to Money, Pensions & Tax, is the founding editor of Irish Pensions magazine.

12.00pm **Claire Walsh, On Line Sales Manager, Google Your future on line**

Claire Walsh is Online Sales Manager for Google in the UK and Ireland, supporting businesses to grow their online business and generate revenues through successful online ad campaigns. Starting her career in O2 Ireland, Claire worked as a mobile telecoms engineer, Line Manager for the Core Networks and Customer Experience Manager before moving to Google. In this session, Claire will share insights on digital evolution, Google's Big Bets and opportunities for business in Ireland.

12.40pm Lunch, Stand viewing and networking

2.00pm **Norah Casey, Dragon's Den & Harmonia Publishing Your Country Needs You**

Norah Casey is CEO (and owner) of Harmonia, Ireland's largest magazine company, printing over four million magazines for the Irish, British and US market. She is a member of the London-based Women's Irish Network and The International Women's Forum. She was awarded The Veuve Clicquot Business Woman of the Year Award 2007/8 and has won the Publisher of the Year Award in 2006, 2007 & 2008. Most recently Norah has become the newest Dragon in RTE's Dragon's Den.

Norah will announce the Female Entrepreneur of the year

3.00pm **Case Studies**

Sarah Furno Cashel Blue Cheese, Co. Tipperary
www.cashelblue.com

Yvonne Crotty Bonzie Design, Waterford
www.bonziedesign.com

Michelle O'Rourke Oak Tree Homecare, Carlow,
www.oaktreehomecare.ie

4.00pm Close