

**Communication Actions National Development Plan/Community
Support Framework, 2007-2013**

Publicity Report

Period Covered – January 2008 – March 2008

Operational Programme: Measure 2

Brief Overview

This report contains an overview of all the activities by the Carlow County Enterprise Board from January 08 – March 08. The report includes a brief description of events including Women in Business, Help Yourself, 2007 Autumn Training, Tech-Check, Enterprise Clinics, Management Development, Carlow County Enterprise Awards, Student Enterprise Awards, Owner Management Business Briefing and other activities planned from October 07 to December 07. Enclosed are all booking forms, flyers, newspapers advertisements, invitations and presentations for the period. The NDP and European Logo were displayed on all advertisements.

Women in Business

The number of women setting up and running their own business in Ireland is on the increase. The Women in Business programme is aimed at Women business owners or managers who are either starting a business or have a business up and running which they wish to grow. As part of our efforts to become greener in 2008, all members of the Women in Business Network were notified that correspondence would be sent via email, where acceptable. Listed are the Women in Business Network events from January 2008 – March 2008:-

1. Going Green in 2008 – 22nd January 2008

Going Green in 2008 was the topic of the January County Carlow Women in Business Network meeting. The evening was presented by Mr. P.J. Henry who spoke about the savings that can be made by using rechargeable batteries, ESB night time tariffs, and using laptops instead of PC's. He went on to talk of sources of alternative energy such as solar panels which give free hot water for up to 8 months of the year, as well as being low maintenance. P.J. also gave tips on how to save energy on ordinary household products such as washing machines, dishwashers, toasters and even your kettle. A letter was sent to all members of the Women in Business Network in Carlow displaying the NDP and European logos (letter, and presentation attached).

Attendance: 30 approx

2. Starting and Running Your Business from home – 12th February 2008

The February Women in Business meeting was presented by Ms. Marion McDonald, Lifelong learning. Marian believes that the only way to run your own business is wholeheartedly. She gave a list of 12 questions which she believes help you clarify your chances of success and where you may have to take action. Giving an uncertain answer to any of these questions, suggests you might need some help in the form of business training or mentoring. To promote the evening an email was sent to all members of the Women in Business Network in Carlow (presentation attached - distribution 170 approx)

Attendance: 35 approx

3. E-Business blunders and how to Avoid Them- 18th March 2008

"E-Business blunders" was the title of the March Women in Business Network. The evening was presented by Ms. Maggie Bowen, Sites to Go. She outlined the blunders that make even the most expensive and beautifully designed websites, ineffective and sometimes even a waste of money. Maggie spoke on the importance of your website coming up quickly through the Google or Yahoo search engine and the need to keep your site updated. She also emphasized the importance of finding a web developer who understands your business, understands how search engines work and someone who has proven management skills. (presentation attached – distribution 170 approx)

Attendance: 40 approx

Other Activities

Help Yourself.ie

Help Yourself is a series of talks designed to provide a low-tech introduction to various aspects of the internet for small business. It focuses on simple topics and covers a variety of free ways in which businesses can make their use of the various internet tools much more effective. The following are a list of lunch time seminars from July 07 – Sept 07 which were presented by Mr. Keith Bohanna, Internet Consultant and trainer. Enclosed are all flyers, letters, booking forms sent to small businesses in Carlow which displayed the NDP and European logos.

1. Web Stats – Intro – 2nd Aug 07

In this session Keith introduced a number of services that allowed you to understand a lot more about where your website visitors are coming from and how they found you. He showed all the ways to use these free services to your advantage.

Attendance: 20 approx.

2. Internet Marketing(Advanced) – 16th Aug 07

In this session Keith followed on from the session given on 31st May and explored the topics of search engine optimization i.e. how to help your site get to the top of search engine searches. (presentation attached)

Attendance: 15approx

3. Good Web Design(Basic) – 30th Aug 07

In this session Keith discussed the simple rules that you should be aware of when considering how your website looks to visitors. The session showed how to focus your web site on achieving a couple of key objectives and it covered 3 main areas:



- Visual/graphic look
- Text
- Navigation

Attendance: 12 approx

4. Owning your brand on the internet – 13th Sept 07

In this session Keith discussed the importance of how people perceive your business and product names when they do related searches on the internet. This is partially about your website ranking and other actions you can take to promote and present your message. The session covered the following:

- Websites
- Blogs
- Image sharing such as [flickr](#)
- Business profiling such as [Linkedine](#)

5. How to find things on the internet- 27th Sept 07

As the internet gets bigger and bigger it can be very frustration to try and find relevant information for your business. This session looked at how your time spent searching can be used more productively through advanced searches with google and other search engines.

2007 Training & Development Programme

To promote the remaining Training & Development Programmes for Autumn 07 advertisements were placed in The Nationalist & Leinster Times-distribution 25,000 people, The Carlow People – distribution 25,000 people and Carlow First – free weekly sister paper of the Kilkenny Advertiser – distribution 20,000. A fax was also sent to small businesses in Carlow outlining courses available. The NDP and European Logos were displayed on all advertising material distributed. (copy of advertisements, flyers, letters, booking forms and fax attached):-

Nationalist & Leinster Times:	31/08/07
	14/09/07
	21/09/07
	28/09/07
Carlow People	: 14/08/07
	04/09/07





Carlow First

: 16/08/07
23/08/07

Tech-Check

Carlow County Enterprise Board unveiled details of “Tech-Check” at Enterprise House, O’Brien Road, Carlow on Thursday 26th July 07.

This programme will offer a highly subsidized technology check-up to small business and help them to identify ways to boost their productivity and profitability through the better use of technology. To promote the event, letters were sent to small businesses in Carlow highlighting the benefits of the Tech-Check programme. For just €150 an independent expert will give the participant a thorough Technology Check-Up and suggest simple and practical ways to use technology. (letter and slide show attached).

Enterprise Clinics – Autumn 2007

Carlow County Enterprise Board ran a series of Clinics to give businesses the opportunity to meet a consultant to discuss a business idea or some business issues, on a one to one basis. Each Clinic was about 45minutes and free of charge. The Autumn Clinics covered subjects such as Marketing and Starting and running a business. Flyers were sent to businesses in the Carlow area (flyer attached displaying the NDP and European logos)

Attendance: 12approx

Management Development Programme

Carlow County Enterprise Board in association with Kilkenny County Enterprise Board launched its Management Development Programme for 07/08 on 26th September 2007. This programme is presented by Mr. Blaise Brosnan, who is a Strategy Senior Specialist within the Management Resource Institute. The programme is open to Owner/ managers of small/medium size businesses, who have a strong commitment to expanding their business onto the next stage of its business cycle and combines management theory, powerful peer learning, networking and action learning approaches. To promote the programme a letter and application form was sent to owners and managers of small / medium size



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businesses within Carlow. All correspondence displayed the NDP and European Union logos. (letter, flyer and application form attached)

Attendance: 21 total (both Carlow and Kilkenny)

Carlow County Enterprise Awards

4th Promise won the Carlow County Enterprise Awards which were held in the Seven Oaks Hotel on 1st October 2008 at the launch of Enterprise Week. The competition is organized annually by the Carlow County Enterprise Board. 4th Promise will now go on to represent County Carlow at the National Enterprise Awards in Dublin Castle in November. Mr. John McGuinness, TD, Minister for Trade and Commerce presented the Awards on the night. Oak Tree Home Care Ltd took home the Corporate and Social Responsibility Award(C.S.R). The other finalists were Danelle Recycling Ltd from Ballon; "T2" software firm at Barrowside Business Park in Carlow and the website www.homewise.ie. To promote the evening invitations were sent to Carlow County Enterprise Board members, Evaluation Board members, Owner Manager Business Network in Carlow and the Women in Business Network in Carlow. Invitation enclosed displaying the NDP and European logos.

Attendance: 50 approx

Student Enterprise Programme

The Student Enterprise Programme is designed specifically for second level schools in County Carlow. The programme is suitable for transition year, 5th & 6th year students. The programme is delivered by Carlow County Enterprise Board and a group of professional advisors. The programme is funded by Carlow County Enterprise Board.

All schools in County Carlow have an Enterprise Module as part of their transition year programme, this essential module introduces students to not just the world of work but also to the possibility at some stage of starting their own enterprise.



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To encourage students Carlow County Enterprise Board support teachers and students in the delivery of this module. The following is the schedule of workshops from July 07 – Sept 07:

- 1st Sept 07 – 17th September 07: Initial Meeting with Enterprise Teacher
- 10th Sept 07 Workshop in Seven Oaks Hotel
- 17th Sept 07 – 31st October 07 In School Workshops

Letters were sent to all second level schools in County Carlow to invite them to take part in the Student Enterprise Programme for the coming year.(letter enclosed)

Owner Management Business Briefing

This year in association with a number of highly qualified entrepreneurs, the Carlow County Enterprise Board ran a series of Seminars for the Owner Management Business Network within Carlow. Invitations were sent to participants of the Owner Management Network and many small businesses within the Carlow area. The seminars from July 07 – Sept 07 are listed below.

1. “Outsell Santa: Make the Most of the Holiday Market” – 11th July 2007

This seminar was presented by Ms. Tremayne Horkan of Blue Sky Marketing. Tremayne’s career in marketing and communications has spanned the private, public and not-for-profit sectors for over twelve years. She spoke on how to market your business correctly for Christmas and how customers generally want the same thing but like to be surprised. The main topic of this seminar was that you should market your business with originality and ask yourself what results are you getting from your current marketing strategy.

Attendance: 35approx

Spirit of Enterprise Week



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The Spirit of Enterprise Week is due to take place in October 2007. To promote the event, which will have over 50 events in total, ranging from seminars to how to start your own business, to training sessions on how to advance your business. There are networking events and exhibitions which will also showcase the innovativeness of businesses in the Region. The schedule for the week was placed in the Nationalist and Leinster Times, giving businesses the opportunity to view the schedule and register to attend the many events due to take place during the week. (advertisement enclosed displaying the NDP and European Logos)

Distribution: Nationalist and Leinster Times 25,000

Activities planned for next quarter:

1. Carlow County Enterprise Board **Autumn** Business Skills Training
 - Advertisements will put into the local papers.
 - Postcards will be sent to clients.
 - Booking forms & other correspondence will be sent to people who have already expressed an interest.
2. Women In Business Network
 - As part of the Women in Business Programme a seminar will be held on the first Tuesday of each month. Invitations/flyers will be sent to all Women in Business members within the Carlow area displaying both the NDP and European Union logos.
3. Owner Manager Business Briefings
 - Carlow County Enterprise Board is scheduled to run a number of seminars in relation to the Owner Management Business Network in Carlow. Invitations, displaying the NDP and European logos, will be sent to all members of the Owner Management Network in Carlow, members of the Enterprise board, tenants in Enterprise House and members of the Evaluation Committee.
4. Tech-Check
 - To implement further the Tech-Check programme.



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- Advertisements will be placed in the local papers inviting local companies to identify ways to boost their productivity and profitability through the better use of technology.

5. Carlow Count Enterprise Awards

- The winners of the Carlow County Enterprise Awards will be announced on 1st October 2007.
- Invitations will be sent to all the local companies that have entered the competition, Board Members and Evaluation Board Members. All invites and advertisements will display the NDP and European Logos

6. Student Enterprise Awareness Programme

- To organize workshops in business planning, report writing and marketing in preparation for the Student Enterprise Awards

7. Spirit of Enterprise Week

The Spirit of Enterprise Week is due to take place from 1st October 07 – 5th October 07. Over 50 events will be held across the region, including briefings sessions, business breakfasts and lunches, exhibitions, workshops, launches and seminars. All advertisements/invites will display the NDP and European logos.

- Advertisements will be placed in the local papers
- Invitations will be sent to local small businesses.
- To coordinate all events in the Carlow Region

For Further information:

Please contact
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