

**Communication Actions National Development Plan/Community  
Support Framework, 2006-2013**

**Publicity Report**

**Period Covered – April 2007 – June 2007**

**Operational Programme: Measure 2**

**Brief Overview**

This report contains a brief overview of all the activities by the Carlow County Enterprise Board from April 07 – June 07. Enclosed are all booking forms, flyers, newspapers advertisements, invitations and presentations for the period. The report covers the Women In Business Network in Carlow, Training and Development Programmes, Owner Management Business Briefings and our Help Yourself Programme.

**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. The NDP and European Logos are displayed on all correspondence to the Women in Business Network. Listed are the Women in Business Network events from April 2007 – June 2007:-

### **1. Women in Business – 17<sup>th</sup> April 2007**

“**Say It like You Mean it**” was the topic of the April Women in Business Network meeting. The presentation was given by Ms. Tremayne Horkan, Blue Sky Marketing. She discussed the use of the **spoken word**, the craft of the **written word** and communication issues to market your business and emphasized the importance in earning trust and respect from your clients.

One of the main ideas was that your customer should do your promotion for you. To promote the evening a flyer/invitation, displaying the NDP and European Union logos, was sent to the Women in Business Network in Carlow (flyer attached)

Attendance: 40 approx

### **2. Women in Business – 15<sup>th</sup> May 2007**

“**Hiring the Best Person for the Job**” was the title for the May Women in Business meeting. The presentation was given by Ms. Jean Cullinane, Cullinane Consulting. She highlighted the importance of hiring the best person, every time for your business, how to ask powerful questions which will elicit hard evidence of suitability and how this will in turn set your new employee up for success. The meeting also gave the participants a chance to practice their questioning skills and network with those that attended. To promote the evening a flyer/invitation displaying the NDP and European logos was sent to all the Women in Business Network in Carlow. (flyer attached)

Attendance: 35 approx

### **3. Women in Business – 19<sup>th</sup> June 2007**

“**Work Smarter, Not Harder**” was the title of the Women in Business meeting in June 07. The presentation was given by Ms. Brenda Farrell, Total Training. Brenda gave a brief, practical introduction to Project Management for the small business. She outlines the importance of setting objectives, planning and organizing your business, setting controls and implementation of these controls. To promote the evening a flyer was sent to the Women in Business network in Carlow (flyer attached)

Attendance: 30 approx.

## **Other Activities**

### **A. 2007 Training & Development Programme**

To promote the remaining Training & Development Programmes for Spring 07 advertisements were placed in The Nationalist & Leinster Times, distribution 25,000 people. The advertisements detailed all courses available for the coming months. A fax was also sent to small businesses in Carlow outlining courses available. Details below(copy of advertisements, flyers, letters and fax attached):-

Nationalist & Leinster Times	06/04/07 13/04/07 5/06/07
Fax	10/04/07(extra courses)

### **B. 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. A letter outlining the above was sent to all participants of the Owner Management Network and many small businesses within the Carlow area. The seminars from April 07 – June 07 are listed below.

#### **1. 19<sup>th</sup> April 2007 - “Internet Marketing for the 21<sup>st</sup> Century Businesses”.**

This Breakfast Seminar was presented, in association with the Irish Internet Association, by Mr. Peter Lawless, Founder and Director of 3R Sales and Marketing. The main topic of conversation was how internet marketing can help promote your business and website and how you can drive visitors to your site. He also discussed what is needed to make these visitors customers. He concluded with how the latest trends and techniques using internet marketing can be incorporated into your business model. (flyer & list of seminars attached)

Attendance: 60 approx

## **2. 9<sup>th</sup> May 2007 – “Essential Management Tools for SME’s”**

This lunch seminar was presented by Mr. Blaise Brosnan, Management Resource Institute. Blaise gave a detailed description of what a successful entrepreneur is, why companies fail and what it takes to have success in your business. The presentation enclosed was given to all those that attended and displayed both the NDP and European Logos.

Attendance: 50 approx

## **3. 13<sup>th</sup> June 2007 – “Essentials in Networking for the Small Business”**

This breakfast seminar was presented by Ms. Joanne Hession, R & H Consulting. Joanne opened the seminar by advising on how to network in a room where you know absolutely nobody, to identify how to interpret if other groups of people want you to join them or if it is a “closed group”. Simple things like business cards – having one suit pocket for outgoing cards and the other for incoming cards – is an example of the practical tips she advised on. She emphasised how networking is not about selling but more for building a support group for advice and information whenever we need to tap into it. To promote the seminar invitations were sent to the Owner Management Network and Women in Business Network in Carlow.

Attendance: 30 approx

## **C. Help Yourself.ie**

Help Yourself is a way for businesses in Carlow to get a gentle introduction to various aspects of the internet without techie speak and in the company of like minded people. It is a network with a fortnightly talk/seminar and an online resource with additional backup for the talks.

Each session gave a short presentation on one particular aspect of the internet and this was followed by a short talk from a local business, explaining how they use the internet. To promote attendance a booking form & flyer outlining the date and topics for each seminar was sent to local businesses and members of the Owner Management Network within Carlow. The flyer contained both the NDP and European Logos. The seminars from April 07 – June 07 are listed below. All seminars were presented by Mr. Keith Bohanna of Keith Bohanna Consultancy.(flyer and booking form attached)

**1. 26<sup>th</sup> April 07 – “Domain names and email – introduction”**

This seminar looked at the most basic of topics – how to present your business on the internet by using a domain name for your email or/and your website, how you decide on the domain name, where to buy one, how to use email services like Gmail.com to avoid SPAM and should you go for “.ie” or “.com”. Each participant received a copy of the presentation give by Mr. Bohanna which displayed the NDP and European logos(presentation attached)

Attendance: 20 approx

**2. 17<sup>th</sup> May 07 – “ Email Newsletters – introduction”**

This seminar discussed the effective ways of building a relationship with your customers using email newsletters, regardless if you have a website or not. The seminar focused on non-techie examples of how the internet can promote various aspects for the small business. Keith gave examples of how key words on a web site can benefit both the customer and your business. It included building an email list, effective tools to use and focusing your message to the customer to maximize sales.(copy of presentation attached)

Attendance: 20 approx

**3. 31<sup>st</sup> May 07 – “Internet Marketing – introduction”**

This seminar looked at the core elements of being online and some simple steps you can take to improve the traffic to your website. It included ways to change your website, an introduction to Google Adwords and blogging.

Attendance: 15 approx

**4. 14<sup>th</sup> June 07 – “ Free Software and Services – introduction”**

This seminar looked at the abundance of free software and services available to small businesses that is usually easy to use. Keith looked at how to use the software and showed how it can directly benefit a small business.

Attendance: 15 approx

**5. 28<sup>th</sup> June 07 – “RSS Feeds – how can you use them in your business?- introduction**

This seminar discussed how RSS feeds were developed to help websites carry news headlines from other sites. Now they are slowly starting to be adopted by internet users as a way of keeping up to date with sectoral or industry news. Keith discussed what an RSS feed was and how you can make use of them to keep track of sites and news that are relevant to small businesses.

Attendance: 20 Approx

**D. Information Technology & Business Solutions Exhibition**

This exhibition took place on 17<sup>th</sup> May 2007 in the Talbot Hotel, Portlaoise Road, Carlow. Carlow County Enterprise Board attended, displaying promotional material in relation to Starting Your Own Business, the work of the Enterprise Board, Autumn Course listing etc..Mr. Kieran Comerford, Assistant Chief Executive Officer and Ms. Aideen Healy, Business Advisor, Carlow County Enterprise Board, gave advice to those that attended on starting your own business. The event was hosted by The Carlow County Chamber of Commerce and included two free seminars on the topics of “Microsoft Vista – introduction” and ” Notebook Mobility and Wireless Technology”. Carlow County Enterprise Board displayed the NDP and European Logos on all promotional material.

Attendance: 300 approx

**E. Click for Carlow**

Click for Carlow is an easy, efficient and effective means of sourcing employment opportunities in your home county. It aims to convince outside companies that Carlow has the right people with the right skills for the job by compiling concrete information about the potential workforce. This initiative is supported through Carlow County Development Board by Carlow County Enterprise Board and a number of organizations within the Carlow area. To promote this initiative an advertisement, displaying the NDP and European Union logos, was placed in The Nationalist and Leinster Times on May 18<sup>th</sup> 2007. (Advertisement attached – distribution 25,000 approx)



### **F. Carlow County Enterprise Board IT Partnership**

Carlow County Enterprise Board aims to sponsor 4 third level students from the Institute of Carlow in the coming months. These students will be given the opportunity to work with existing companies to advance their skills in Industrial Design and the company should in turn benefit from some help and expertise in the area. The Board agreed to sponsor a partnership between seven of IT Carlow's Fourth Year Industrial Design Students and seven clients of Carlow County Enterprise Board. The programme is running well and each student has had at least one initial meeting with the promoter to discuss their project. After researching each project each student will present their report in the New Year and a design brief will be agreed.

### **G. 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. IT Carlow CCEB Partnership to be implemented
  - To implement further the partnership of the 7 projects/candidates chosen by both Institute of Technology Carlow and Carlow County Enterprise Board
  
3. 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.
  
5. Owner Manager Business Briefings
  - Carlow County Enterprise Board are scheduled to run two seminars of the Owner Management Business Briefings:- 11<sup>th</sup> July 07 and 12<sup>th</sup> September 07. 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.



## 6. Help Yourself

- Carlow County Enterprise Board are scheduled to run the remaining 5 modules of the Help Yourself Programme on Aug 2<sup>nd</sup>, Aug 16<sup>th</sup>, Aug 30<sup>th</sup>, Sept 13<sup>th</sup> and Sept 27<sup>th</sup>. To promote this programme further, invitations will be sent to small business within the Carlow area.

For Further information:

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[www.carlow-ceb.com](http://www.carlow-ceb.com)



Carlow County Enterprise Board is funded by the Irish Government and part financed by the European Union under the National Development Plan 2000-2006