

**Communication Actions National Development Plan/Community
Support Framework, 2000-2006**

Publicity Report

Period Covered – January 2007 – March 2007

Operational Programme: Measure 2

Brief Overview

This report contains all activities of The Carlow County Enterprise Board from January 07 – March 2007. A supplement was placed in the Nationalist and Leinster Times, distribution 25,000, outlining the Training and Development Programme provided by the Carlow County Enterprise Board. The report includes:- 1 supplement, 4 flyers, 10 letters, 8 booking forms, 2 invitations, 5 advertisements and 1 Certificate. All correspondence displays the NDP and European Union logos.

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 Jan 2007 – March 2007:-

1. Women in Business - 16th January 2007

“Making sense of IT” was the opening topic for the first Women in Business meeting of the New Year. A detailed flyer/invitation on this meeting was sent to the Women in Business Network in Carlow and it displayed both the NDP and the European Union logos. The presentation was given by Mr. Keith Bohanna on the topics of the most effective, least expensive and easiest ways to use the internet in business. Keith gave an easy guide to Websites, blogging, search engines and anything else you need to know about IT. This topic was of such great interest to all that Keith later set up one-on-one mentoring with some of the ladies that attended. (copy of flyer attached).

Attended: 40

2. Women in Business - 20th February 2007

“Make a Fabulous First Impression” was the topic for this meeting of the Women in Business Network. An invitation/flyer was sent to the Women in Business network in Carlow and it displayed both the NDP and the European Union logos. The presentation was given by Mr. Terry Harmer, NLC Training, who has provided sales and marketing training to organizations all over Ireland. He stressed the importance of first impressions and how people become so aware of their own surroundings, they become unaware that they are sending out negative signals which represent themselves and their business.(copy of flyer attached).

Attendance: 30 approx

3. Women in Business – 20th March 2007

“Effective Low Cost marketing for the Small Business” was the topic of the March Women in Business Network meeting. The presentation was given by Ms. Leanne Papaioannou, an international marketing professional who specializes in innovative customer relationship marketing strategies. She is the owner of Chilli Pepper Marketing and was recently listed as one of the top 100 female entrepreneurs in Ireland. Leanne spoke on the importance of Networking for the small growing business- don't just stick to people you know, building up relationships and how even staff should feel empowered to go out and represent their firm well. She stressed that marketing should not cost a fortune and how networking is about building a relationship and not just selling. To promote this evening, a flyer/invitation was sent to all the Women in Business Network in Carlow which displayed the NDP and European Union logos (flyer attached)

Attendance: 22 approx.

Other Activities

Management Development Programme

The objective of the Management Development Programme is to help participating businesses to achieve their growth potential, and manage their existing growth, through a series of group training workshops and individual consultancy meetings. The programme commenced on 20th September 2006, one night per week, for 25 weeks, ending in March 07. To promote the programme, a letter was sent too many small business with the Carlow area. 20 individuals attended the programme to up skill and gain more awareness of all aspects of their business.

(letter/booking form attached, NDP and European Union logos were displayed on all correspondence)

2007 Training & Development Programme

The Carlow County Enterprise Board 2007 Training & Development Programme was officially launched by Mr. Micheál Martin T.D, Minister for Enterprise Trade and Employment, on 8th February 2007. Invitations were sent to all Enterprise board members, Evaluation Committee members, all tenants in Enterprise House, local members of the Carlow County Council, Carlow Town Council and other local businesses. The Minister acknowledged the key roll that the County & City Enterprise Boards play in the development of the indigenous enterprise sector and stressed the importance of business training and upskilling. He referred to the urgent need to get micro-enterprises thinking about export markets and to support their efforts.

Carlow County Enterprise Board recognizes the challenges facing small business and offers help, advice and support in all areas of the business aspect through its Training & Development Programme. In order to maximize attendance at each course advertisement were placed in the local newspapers, sent by e-mail to local small businesses in Carlow, booking forms sent to all those who attended the Owner Management Business programme 03/04, 04/05, 05/06 & those attending the current programme 06/07. Invitation to Ministers Visit, booking forms for courses, letters attached and advertisements detailed below. The NDP and European Logo were displayed on all correspondence.

Attendance: 150approx





Nationalist & Leinster Times: 05/01/07
26/01/07
09/02/07
09/03/07
16/03/07

Student Enterprise Awards

The Carlow County Enterprise Board Student Enterprise Programme aims to educate students about the practicalities of setting up and running a business. In 2006/2007 10 Schools participated in the programme. In previous years the primary focus on the programme was on Student Enterprise Competition which is part of the transition year programme for many schools. This year the Carlow County Enterprise Board expanded its Student Enterprise Programmes to fifth and sixth year students. In September 2006-December 2006 Carlow County Enterprise Board, in association with IT Carlow, delivered an in-school workshop to over 400 students, an LCVP/LCA Programme for local schools to over 600 students and presented the students that attended, with Student Enterprise Programme Certificate. The Awards aim to equip students with the opportunity to set up and run a business and to enter that business into an Awards programme where they compete with students from all other parts Carlow. The County final was held in Carlow Institute of Technology in March 2007 and was a great sales opportunity for the young entrepreneurs. Many stands participated and the NDP logo and European logos were displayed on each stand. (copy of certificate attached).

Attendance: 300approx

Owner Management Business Briefing

This year in association with a number of highly qualified entrepreneurs, the Carlow County Enterprise Board are running 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 first seminar took place on the 29th March 2007 and was entitled "**Your Business Questions Answered**"

This lunch seminar was presented by Mr. Blaise Brosnan, Management Resource Institute. It was an open forum format where clients could ask questions in relation to their business. An invitation displaying the NDP and European Union logos was sent to all Owner Managers of small and upcoming businesses within the Carlow area. (Invitation, flyer and letter enclosed)

Attendance: 50approx



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

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.

Activities planned for next quarter:

1. Carlow County Enterprise Board Spring 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. National Student Enterprise Awards
 - As part of The Student Enterprise Awards, the Carlow County final will take place in March 2007. The finalists will then go forward to the National Enterprise Awards which is due to take place in Thurles later in the year.
3. 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
4. Women In Business Network
 - As part of the Women in Business Programme a seminar will be held on the first Tuesday of each month. Invites will be sent to all Women in Business members within the Carlow area.

For Further information:

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