

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

# ***Publicity Report***

**Period Covered – July 2006 – September 2006**

**Operational Programme: Measure 2**

## **Brief Overview**

11 Adverts were places for Business Skills Training Programme (autumn).  
1 brochure produced for Business Skills Development, 1 booklet relating to  
Fostering Enterprise within the community distributed in The Nationalist and  
Leinster Times- No. of households 25,000 approx, 2 leaflets produced for  
Women In Business Network (leaflets enclosed)

## **Newsletter/ Paper Supplement – 15<sup>th</sup> September 06**

A booklet was produced in association with the Nationalist and Leinster Times  
titled **Fostering Enterprise**. The circulation of the Nationalist is in the region of  
25,000. This booklet provided a list of all services provided by the County Carlow  
Enterprise Board and featured clients of the Board. As part of its autumn 2006  
programme, Carlow County Enterprise Board presented a list of courses as part  
of its Business Skills and Development Programme. (booklet enclosed).

## **Women in Business- July 06 – Sept 06**

The County Carlow Women in Business Network seeks to provide support to  
business women throughout the County, including women who are interested in  
the process of starting their own business. The following was provided over the  
past 3 months:

1. **Monthly** meeting held at the Enterprise House in Carlow.

No. of attendees: 25 app. per meeting

2. **July 18<sup>th</sup> 2006**

Presentation given by Ms. Mary Healy, Director and Founder, Wicklow Fine Foods. A report on the June 06 meeting was also issued to all the ladies that attended together with future promotional presentations. (Flyer enclosed).

3. **September 19<sup>th</sup> 2006**

Presentation given by Ms. Tremayne Horkan – selling your business using Colour Therapy. A report on the July 06 meeting was also issued to all the ladies that attended together with future promotional presentations. (Flyer enclosed).

**Autumn Training**

Advertisements were placed in the local newspapers outlining all courses in relation to business skills training 2006 (details below). Carlow County Enterprise Board in association with a number of agencies presented a brochure as part of the Business Skills and Development Programme for the autumn. Brochures were distributed throughout the County. Invitation/ Booking forms sent to interested clients etc. (brochure enclosed)

Publication: Nationalist and Leinster Times  
(July 2006 – September 2006 Advertisements)

Dates: 7<sup>th</sup> July  
21<sup>st</sup> July  
4<sup>th</sup> August  
1<sup>st</sup> September  
8<sup>th</sup> September  
15<sup>th</sup> September  
29<sup>th</sup> September

Publication: The Carlow People  
(July 2006- September 2006 Advertisements)

Dates: 8<sup>th</sup> August  
15<sup>th</sup> August  
19<sup>th</sup> September  
19<sup>th</sup> September

### **Activities from July 06 – Sept 06**

#### **County Enterprise Awards – 6<sup>th</sup> September 06**

The County Carlow Enterprise Awards were held at the Seven Oaks Hotel on 6<sup>th</sup> September 2006. The awards ceremony was hosted by Carlow County Enterprise Board and attended by Mr. Joe Crockett, County Manager and Chairman of the Board. The awards were confined to clients of the Enterprise Board, who were in receipt of Measure II funding and were aimed at helping raise the profile of micro-enterprises at local and national level. The winner of the award was Twinfield Ireland. The awards received coverage in the media and the local papers. At the presentation table the NDP and EU logos were displayed.

Attendance: 40 people

#### **National & World Ploughing Championships – 27<sup>th</sup> September 06 – 30<sup>th</sup> September 06**

The World Ploughing Championships were held in Carlow in September 2006. Carlow Local Authorities hosted an “Enterprise Carlow” marquee at the event which included ten exhibitions from local authorities. Participants in the County Carlow Enterprise Board stand at this event were seventeen Carlow companies who displayed their quality products and services in front of a world audience. The NDP and EU logos were displayed on banners, flyers, brochures etc.

Attendance: 150,000 app

#### **Website**

The new Carlow County Enterprise Board website was launched in August 2006. It incorporates NDP logo and has proven to be a great asset to the board. As more and more people these days are now using computers we receive a number of calls daily in relation to information provided through our website i.e. courses etc.

**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. **Shop 8<sup>th</sup> -10<sup>th</sup> October inc, RDS Simmonscourt**
  - Carlow County Enterprise Board will provide sponsorship for two of our clients to attend this fair in October 2006.
  
3. **IT Carlow CCEB Partnership to be implemented**
  - 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.
  
4. **Micro Trade**
  - Carlow County Enterprise Board will aim to encourage at least 5 of its client companies to attend a Micro Trade event in the north of Ireland on 20<sup>th</sup>-23<sup>rd</sup> November 2006 to meet with dedicated customers and agents in the hope that it may help to expand their business.
  
5. **Winter Fair – 13<sup>th</sup> December 06**
  - Booking forms sent out to all Women In Business participants, Female promoters at the Gift Hamper 05 & promoters at the Arb event 03
  - Postcards will be sent to clients who have shown an interest
  
6. **Women In Business**
  - Information sent to all participants in relation to next meeting etc.

**For Further information please contact:  
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