

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

Publicity Report

Period Covered – October 2006 – December 2006

Operational Programme: Measure 2

Brief Overview

This report contains a brief overview of all activities in Carlow County Enterprise Board from October 2006 – December 2006. Enclosed are all booking forms, flyers, newspaper advertisements, invitations and certificates issued and sent to all participants during this period. Our Business Skills Development Programme/Booking form was placed as a supplement in the Nationalist and Leinster Times and the Carlow People to encourage upskilling in the business community in County Carlow.

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. Listed are the courses and presentations from October 2006 – December 2006:-

1. Women in Business- Enterprise Development – 4th October 2006(five weeks)

As part of the Autumn Women In Business programme the Carlow County Enterprise Board ran a course entitled "Women In Business- Enterprise Development". Letters were sent to all network members together with a booking form for the course and the course outline. The course was presented by Mr. Sean Kelly, MD of Ask Business Development, and also included mentoring sessions on a one to one basis. (booking form, agenda & letter attached)

Attendance: 40

2. 17th October 2006

Presentation given by Ms. Orla McGuinness of Mensa Marketing, on the topic of "Sailing through the Sales Process". Guest speaker was Tracy Culleton, author and EFT practitioner. A report on the September 19th meeting was also issued to those who attended together with the current agenda for the rest of the year. (flyer attached)

Attendance: 25 approx.

3. 21st November 2006

Presentation given by Ms. Marian McDonald on the topic of "Who stole my Margins?" (costing and pricing in your business). The topic was of great interest to all and gave participants points on how to take an overall look at the health of their business going forward. Our guest local entrepreneur was Ms. Clare Fitzgerald, Printing.com, Tullow, Co. Carlow. A report on the October 17th meeting issued to all that attended. (flyer attached)

Attendance: 30 approx.

4. 12th December 2006

Presentation given by OmniPro on "2007: SMART Planning for Personal and Professional Achievements. The presentation emphasized on the importance of making your plans real by visualization, writing an actual plan and like the best business plans, not leaving it on a shelf to gather dust. Flyers were distributed to all members of the Women in Business programme. (flyer attached)

Attendance: 25 approx

5. 13TH December 2006

To target the Christmas market Carlow County Enterprise Board invited local female entrepreneurs to participate at the **Winter Gift Fair** in The Dolmen Hotel, Carlow. A letter was sent to all registered members of the Women In Business programme, female promoters at Gift Hamper 05, female promoters of Arb event 03. A booking form for the event was also enclosed as places were limited. (letter and booking form enclosed). The Fair was advertised in both The Nationalist & Leinster Times and The Carlow People, distribution 25,000 (advertisements listed below). An advertisement was also placed with Beat 102/103 radio station and flyers were distributed to local businesses to help promote the event (flyer



attached). The Fair was a great success and the National Development Plan logos were displayed on all advertisements, flyers distributed and in full view at all exhibits at the Fair.

The Fair opened from 2pm to 8pm

Total no of exhibits: 30

Attendance: 1000

Advertisements: Nationalist & Leinster Times: 24/11/06
08/12/06
15/12/06

Carlow People: 28/11/06
05/12/06

Other Activities

Management Development 06/07

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. A letter outlining the above was sent many small businesses within the Carlow area and we received 20 individuals who enrolled in our Management Development programme 06/07. The programme commenced on 20th September 2006, one night per week, for 25 weeks. (letter attached).

Shop Exhibition October 2006

The County and City Enterprise Boards exhibited as a National Brand at Ireland's premier food and drink fair SHOP, held at the RDS in October 2006. Carlow County Enterprise Board sponsored two clients to participate at the event, Boozeberries Classic Irish Liqueur and Hot Irishman. Boozeberries, owned and Managed by Ms. Michelle Power won the award for Best Beverages. The NDP and European logos were displayed at both exhibitions.

Attendance: 5,000 people approx.



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

23rd November 2006- Eigse, Carlow

Eigse Carlow put together a unique show called "You're a Star" not only to entertain, but also to raise money for both Eigse and many charitable causes nominated by each contestant. The event was held in The Seven Oaks Hotel on 23rd November 2006. Carlow County Enterprise Board placed an advertisement in the programme of the event on the night in question. The NDP Logos were displayed on the advertisement. (enclosed)

Attendance: 500

6th December 2006 - Management Development Presentation 05/06

Carlow County Enterprise Board hosted an evening in The Dolmen Hotel on 6th December 2006 for the presentation of certificates to participants that completed the Management Development Programme 05/06. An invitation was also issued to all Board members of the Carlow County Enterprise Board. The NDP logos were displayed at the presentation table and on each certificate received by all participants. (copy of certificate enclosed & invitation attached)

Attendance: 40

11th December 2006-LCVP/LCA Enterprise Masterclass

Carlow County Enterprise Board hosted an LCVP/LCA enterprise Masterclass in The Seven Oaks Hotel on 11th December 2006. Letters were sent to all secondary schools in Carlow with a response of 300 students and teachers attending the class. The key speakers on a day were Mr. Keith Bohanna who spoke on the topic of "The Internet to make money" & "Doing business in County Carlow", and Mr. Liam Birkett who spoke on the topic of "Bridging Enterprise & Education". The Masterclass was also represented by Mr. Kieran Comerford, Assistant Chief Executive Officer, Carlow County Enterprise Board who answered all question put to him by the students and thanked all for attending. Each student that attended was given a Certificate of Participation with the NDP and European Union logos displayed. (copy of letter issued to school and certificate attached)

Attendance: 300 approx

14th December 2006- Owner Management Business Lunch

Carlow County Enterprise Board hosted a business lunch in the Seven Oaks Hotel on Thursday 14th December 06. Guest speakers were Mr. Blaise Brosnan, Management Resource Institute, who spoke on the topic of The Budget & Your Business and Mr. Kevin Prendergast, Corporate Compliance Manager, who spoke on the topic of New Years Resolutions for you and your Business. An invitation was sent to Board members of Carlow County Enterprise Board, Evaluation Committee, local businesses in Carlow and clients of the Enterprise house. The business lunch was a great success. NDP logos were displayed on the each invitation and at the main table. (copy of letter and invitation enclosed)

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.

Autumn Training (October 06 – December 06)

Advertisements were placed in the local newspapers (distribution 25,000) detailing all courses available in relation to business skills training (details below). Course details & booking forms were also sent to all members of our Management Development Programme 06/07 and all Women in Business participants (distribution 245). The European Union and National Development Plan logos were displayed on all advertisements, booking forms/course details sent. (copies enclosed)

Publication: Nationalist and Leinster Times
(October 06 – December 06)

Dates: 13/10/06
27/10/06



Publication: Carlow People
(October 06 – December 06)

Dates: 03/10/06
17/10/06
31/10/06
31/10/06

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. 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 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

For Further information:
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