

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

Publicity Report

Period Covered

October 2007 – December 2007

Operational Programme: Measure 2

BRIEF OVERVIEW

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

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 October 2007 – December 2007:-

1. Self Leadership

An Important Skill for Success in Business– 17th Oct 2007

The topic for the October Women in Business programme was “Self Leadership”. Guest speaker for the night was Ms. Irene Bergin, Business Consultant. This month the Carlow Women in Business Network were given the opportunity to meet the members of the Women in Business networks for Kildare and Wicklow. The event was held at the Avon RI Conference Centre, Blessington. Irene spoke on the principles of self leadership and how creative thinking can solve many problems. Flyers were sent to all members of the Women in Business Network in Carlow displaying the NDP and European Logo (flyer attached).

Attendance: 40 approx

2. Your Brand – 6th November 2007

The topic for the Women in Business Network for November was “Your Brand”. This evening was presented by Ms. Finola Howard, The Marketing Table. Finola spoke on the secrets of understanding brands and what they can mean for your and your business – no matter what size business it is. To promote the evening, a flyer was sent to all members of the Women in Business Network in Carlow displaying the NDP and European logo (flyer and presentation attached).

Attendance: 35 approx

2007 Training & Development Programme

To promote the remaining Training & Development Programmes for Autumn 07 Carlow County Enterprise Board sent emails/ faxes to all members of the Owner Management Business Network and local small businesses in Carlow outlining the wide range of courses available to them. Flyers, booking forms and letters attached displayed the NDP and European Logos.

Distribution: 400approx



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 Clinics from October 07 – December 07 covered subjects such as Starting and Running a Business, Pricing and Costing, Market Research Accounts/Finance and Sales. Flyers were sent to businesses in the Carlow area inviting them to attend. Seven clinics were held in total, located in Carlow town, Tullow and Bagenalstown. (flyer attached displaying the NDP and European logos)

Attendance: 12approx per session

Management Development Programme

1. Presentation of Certificates – 5th December 2007

“Where to Next? Doing Business in 2008” was the topic for the Management Development Certificate 2006/2007 lunch seminar in the Seven Oaks Hotel, Carlow. The lunch was presented by Mr. Blaise Brosnan, Strategy Senior Specialist within the Management Resource Institute. Participants who successfully completed the Management Development Programme were presented with their certificates from Mr. Michael P. Kelly, Chief Executive Officer, Carlow County Enterprise Board. The NDP and European Logos were displayed at the head table and on all correspondence sent to members of the Owner Management Network in Carlow, Carlow County Enterprise Board members, Evaluation Committee members of Carlow County Enterprise Board, and the participants of the Management Development Programme 2006/2007. (letter and invitation attached)

Attendance: 70approx



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

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 Oct 07 – Dec 07 are listed below.

1. How Networking can Effect Your Business – 3rd October 2007

Carlow County Enterprise Board, in association with Carlow Business Club and County Carlow Chamber of Commerce, hosted a seminar on how networking can effect your business. The evening was presented by Ms. Marian McDonald. Marian spoke on the importance of networking and how word of mouth can be of major benefit to small business with the local community. Invitations were sent to all members of the Owner Management Business network displaying the NDP and European logos. (invitation attached)

Attendance: 40approx

2. Cash is King – 10th October 2007

“Cash is King: Protecting the Lifeblood of Your Business” was the topic of the October Owner Management Business Briefing. The lunch seminar was presented by Mr. Blaise Brosnan of the Management Resource Institute. Blaise spoke on how a business can only survive through effective working capital and how budgeting can play a major roll in the development of any business. Invitations for the lunch were sent to all members of the Owner Management Business network and Women in Business network in Carlow. The NDP and European logos were displayed on all correspondence. (invitation attached)

Attendance: 35approx

3. Turning Maybe into Yes - 6th November 2007

“Turning Maybe into Yes – Sales Techniques for the Small Business” was the topic for the November Owner Management Business lunch. The presentation was presented by Mr. Terry Harmer of NLC Training. Terry spoke on the importance of first impressions and how building trust with clients can make or break a sale. If your client trusts you then they trust what you are selling to them. Invitations were sent to all members of the Owner Management Business network in Carlow displaying the NDP and European logos. (invitation attached)

Attendance: 35 approx

4. Where to Next – 5th December 2007

“Where to Next? Developing a Strategy for 2008” was the topic of the December Owner Management Business lunch. The lunch was presented by Mr. Blaise Brosnan of the Management Resource Institute. Blaise spoke on the importance of using the Christmas market as a stepping stone for 2008, and emphasized the need to set goals for the New Year in your business and sticking to them. Invitations were sent to all members of the Owner Management Network in Carlow and the Women in Business Network in Carlow displaying the NDP and European logos. (invitation attached)

Attendance: 40people approx

Enterprise Week

Launch of Enterprise Week – 1st October 2008

Mr. John McGuinness, TD, Minister for Trade and Commerce officially opened Enterprise Week on 1st October 2008 in the Seven Oaks Hotel as part of the South East Spirit of Enterprise initiative. Spirit of Enterprise is a joint initiative to harness the collective expertise of over 50 organizations including Enterprise Boards, ITs, Enterprise Ireland, Chambers of Commerce, IDA and Local Authorities in the South East, and the business community to make the region one of the most competitive and dynamic knowledge-based economies in the EU. Over 50 events in total were held across the region, including briefing sessions, business breakfasts and lunches, exhibitions, workshops, launches and seminars.

Advertisements were placed in The Nationalist and Leinster Times inviting participants to contact Carlow County Enterprise Board to register. A flyer was also sent to the members of the Owner Management Business Network and the Women in Business Network in Carlow. (invitation and advertisements attached displaying the NDP and European logos)

Nationalist and Leinster Times: distribution 25,000 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 and delivered by Carlow County Enterprise Board and a group of professional advisors.

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. 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 October 07 – December 07:



- **31st October 07 - In School Workshops**

As part of the Student Enterprise Programme Carlow County Enterprise Board ran a series of in School Workshops to help schools participating to receive as much assistance as possible in preparation for the County final. Kieran Comerford, Assistant Chief Executive Officer, Carlow County Enterprise Board gave a presentation to students and teachers on the importance of thinking outside the box, marketing, knowing your market, estimating costs, sales and promotion your product in order for your business to succeed. The NDP and European logos were displayed at in the venue on the day. (presentation attached).

Attendance: 300 approx

- **3rd December 07 - Essentials in Report Writing & Marketing on Paper**

As part of the Student Enterprise Programme Carlow County Enterprise Board ran a workshop in the Seven Oaks Hotel for students and teachers who are participating in the programme. The session was presented by Ms. Tremayne Horkan, Blue Sky Marketing, and focused on report writing and marketing. Tremayne spoke on how important it was to get your message down on paper and demonstrate to others what your business is all about. She encouraged students to evaluate their business idea, enhance learning experiences and acquire and develop report writing skills. A booking form for the event was sent to all post primary schools inviting them to attend. The NDP and European Logos were displayed at the head table and on all correspondence sent to the Schools involved. (slide show and booking form attached).

Attendance: 300approx

Activities planned for next quarter:

1. Carlow County Enterprise Board 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. Student Enterprise Awareness Programme
 - 7-23rd Jan – In School Judging. A member of the Carlow County Enterprise Board will assist each school in selecting 2 companies for the County Final
 - 14th February – County Final Reports Due from all schools
 - 5th March – Student Enterprise Awards



For Further information:
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