

'If at first the idea is not absurd,  
then there is no hope for it'

Albert Einstein

Together - we will make business happen.

Spirit of Enterprise Week 2008.

Enterprise Week Partners & Sponsors



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Make Business Happen

South East Enterprise Week

13th - 17th October 2008

An Initiative of the South East  
Spirit of Enterprise Forum

Carlow



*'Whenever you see a successful business,  
someone once made a courageous decision.'*

Peter F. Drucker

**Whether you are in business or thinking of starting a business  
you need to take part in Enterprise Week 2008.**

Network at events. Find out what supports are available to you. Learn about the trials and tribulations of others - others who took the courageous decision to start or grow their business and have reaped the rewards.

No matter what you do or where you go you will find that the spirit of enterprise is alive and well in the South East. As a region, we have worked consistently to lay the foundations for business people and entrepreneurs such as you. We want success as much as you do and truly believe it is there for the taking.

**Take the first step and book your place at the regional conference.**

Network with over 200 attendees and meet those who can help take you where you want to go. We look forward to seeing you there.

*Together - we will make business happen.*



## Regional Conference - *Make Business Happen*

What you do is what you know. But let's face it - no one knows it all! That's exactly why you are the person who has to attend this conference. Ask the questions, hear the experiences and most of all feel the energy - feel the drive and feel the positive Spirit of the South East.

### Conference Schedule

- 5.00:** Refreshments on arrival with opportunity to discuss your business idea with exhibitors from all business support agencies regionally and nationally. Conference Opening John Purcell, CEO, KCLR 96FM and Director of Purcell Masterson Media Relations
  - 6.45:** **"How we took on the big boys - Starting a business to compete with established leaders in the Pharmaceutical industry"** Tom Brennan, Technical Director, Eirgen Pharma Ltd, Waterford
  - 7.00:** **"Highs and Lows of running your own business in the South East of Ireland"** Liam Griffin, owner of Griffin Hotel Group and former Wexford Hurling Manager
  - 7.30:** Coffee and Networking
  - 8.00:** **"How is South East business performing? Expectations of business leaders in the region"** Fiona Macrae, Director, Market Dynamics
  - 8.15:** **"Selling consumer products to multiples and beyond"** Paul Walshe, Managing Director, Sunshine Juice Carlow.
  - 8.30:** **"From Politician to Entrepreneur"** Ivan Yates, former Minister, TD and founder of Celtic Bookmakers.
  - 9.15:** Q&A
  - 9.30:** Conference Close Out
- Location:** Hotel Kilkenny, College Road, Kilkenny  
**Date:** Thursday October 16th, 2008  
**Time:** 5pm - 9.30pm

**ballywiremedia** Live video streaming, podcasts and video coverage of conference provided for and sponsored by Ballywire Media



Ivan Yates

**To Book:** Please contact Caitriona Keenan at Enterprise Ireland on 051 333 500 or email [caitriona.keenan@enterprise-ireland.com](mailto:caitriona.keenan@enterprise-ireland.com)

**Cost:** Free but booking is essential as places are limited.

## Enterprise Week Schedule: 13th - 17th October 2008 - Carlow

Mon 13th Oct	Event	Venue
9.00am-1.00pm	<b>Team Dynamics</b> In Association with Carlow County Enterprise Board & Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337	Carlow (Various)
10am - 12pm	<b>Enterprise Week Launch - Sponsored by FBD Insurance</b> - "On The Record" with Sue Nunn featuring start ups and small businesses in the Carlow/Kilkenny area	KCLR FM
2.00pm-5.00pm	<b>Team Dynamics</b> - In Association with Carlow County Enterprise Board & Carlow Kilkenny Skillsnet	Carlow (Various)
7.00pm-10.00pm	<b>Student Concept Competition</b> In Association with Carlow County Enterprise Board, Carlow Credit Union & Carlow Nationalist. For further details contact 059/9130880	IT Carlow

Tues 14th Oct	Event	Venue
9.00am-2.00pm	<b>Microtrade Networking Event</b> In Association with County & City Enterprise Board & Microtrade. For further details contact 059/9130880	Mount Wolsely
9.00am-5.00pm	<b>Student Concept Exhibition</b> In Association with Carlow County Enterprise Board, Carlow Credit Union & Carlow Nationalist. For further details contact 059/9130880	IT Carlow

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Tues 14th Oct	Event	Venue
9.00am-1.00pm	<b>Team Dynamics</b> In Association with Carlow County Enterprise Board & Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337	Carlow (Various)
2.00pm-5.00pm	<b>'Team Dynamics</b> In Association with Carlow County Enterprise Board & Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337	Carlow (Various)
7.00pm-10.00pm	<b>Responding to changing customer trends in an evolving tourism landscape</b> In Association with Carlow Tourism. For further details contact 059/9130411	The Lord Bagnel - Leighlinbridge

Wed 15th Oct	Event	Venue
9.00am-1.00pm	<b>Team Dynamics</b> In Association with Carlow County Enterprise Board & Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337	Carlow (Various)
9.00am-5.00pm	<b>Student Concept Exhibition</b> In Association with Carlow County Enterprise Board, Carlow Credit Union & Carlow Nationalist. For further details contact 059/9130880	IT Carlow
9.00am-5.00pm	<b>An Introduction to Starting a Business in Ireland</b> In Association with Carlow County Enterprise Board & CANDO. For further details contact 059/9130880 or 059/9133457	Enterprise House

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Wed 15th Oct	Event	Venue
2.00pm-5.00pm	<p><b>Team Dynamics</b> In Association with Carlow County Enterprise Board &amp; Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337</p>	Carlow (Various)
6.00pm-9.00pm	<p><b>Speed Networking</b> In association with County Carlow Chamber of Commerce. For further information contact 059/9132337</p>	Dolmen Hotel
7.00pm-10.00pm	<p><b>Farm Families Enterprise Diversity Workshop</b> In association with Carlow Leader Rural Development Company. For further information contact 059/9720733</p>	Bagenalstown

Thurs 16th Oct	Event	Venue
9.00am-5.00pm	<p><b>Student Concept Exhibition</b> In Association with Carlow County Enterprise Board, Carlow Credit Union &amp; Carlow Nationalist. For further details contact 059/9130880</p>	IT Carlow
9.00am-1.00pm	<p><b>Team Dynamics</b> In Association with Carlow County Enterprise Board &amp; Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337</p>	Carlow (Various)
2.00pm-5.00pm	<p><b>Team Dynamics</b> In Association with Carlow County Enterprise Board &amp; Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337</p>	Carlow (Various)
5pm-9.30pm	<p><b>Regional Conference - MAKE BUSINESS HAPPEN</b> For further information contact Caitriona Keenan, Enterprise Ireland Waterford 051 333500 or caitriona.keenan@enterprise-ireland.com</p>	Hotel Kilkenny, Kilkenny

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Fri 17th Oct	Event	Venue
7.30am-9.30am	<p><b>3 For Business</b> In Association with Carlow Chamber of Commerce &amp; 3. For further information contact 059/9132337</p>	Carlow Town
9.00am-5.00pm	<p><b>Student Concept Exhibition</b> In Association with Carlow County Enterprise Board, Carlow Credit Union &amp; Carlow Nationalist. For further details contact 059/9130880</p>	IT Carlow
9.00am-1.00pm	<p><b>Team Dynamics</b> In Association with Carlow County Enterprise Board &amp; Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337</p>	Carlow (Various)
2.00pm-5.00pm	<p><b>Team Dynamics</b> In Association with Carlow County Enterprise Board &amp; Carlow Kilkenny Skillsnet. For further details contact 059/9130880 or 059/9132337</p>	Carlow (Various)
2.00pm-6.00pm	<p><b>Grand Finale of BRIGHT IDEAS CHALLENGE Sponsored by Bank of Ireland and South East BIC</b> Bank of Ireland and South East BIC are hosting the very first Bright Ideas Challenge. This is a unique opportunity for innovative businesses (Start-ups, SMEs and individuals) based in the South East of Ireland (Carlow, Kilkenny, South Tipperary, Wexford and Waterford) who are in the start-up or early stages of development. Candidates will compete to present their ideas and business plans to a panel of judges, to be in with the chance of winning the title of South East Bright Ideas Challenge winner, and an investment package to develop their business. Bank of Ireland and South East BIC have created an exclusive opening for an entrepreneur in the region. This prize includes not only the title and recognition of being the Winner of the Bright Ideas Challenge, but also an opportunity to avail of equity investment, loan finance and business supports. <b>For information contact South East BIC on 051 356300 or <a href="http://www.brightideaschallenge.ie">www.brightideaschallenge.ie</a></b></p>	The Granary, Waterford
4.00pm-5.00pm	<p><b>Enterprise Carlow DVD</b> In Association with Carlow County Enterprise Board. For further details call 059/9130880</p>	Carlow Cinema