

**don't
Stop**



**me
now**

**South East
Women in Business Conference**

Dolmen Hotel, Carlow
15th & 16th September 2009

Introduction

There are two responses to the economic challenges that surround us. You can choose to wallow in it or you can choose to fight back. If you want to "thrive" and not just survive the recession, you need clear objectives, effective strategies and better management skills that add value to your business.

Whether you are starting or growing a business this conference will address your common business issues and assist you with evaluating and planning for tomorrow by equipping you with plenty of tips and experience from expert speakers.



Conference Programme

Tuesday 15th September 2009

2pm-6pm **Exhibition set up**

7.30pm South East Female Excellence in Business Awards

The Enterprise Boards in the South East provide direct financial assistance to new and existing enterprises and promote entrepreneurship and management development at a local level to micro enterprises. The Celebrating Female Excellence in Business Awards were established to acknowledge the role of women in the development of Enterprise in the South East.

(Buffet Dinner is Provided)

9.00pm Close

Wednesday 16th September 2009

8.30am Registration

9.00am Welcome address

Michael Kelly, CEO Carlow County Enterprise Board Ltd

9.15am Bríd Saruwatari (M.C.)

Chartered Accountant, Bríd Saruwatari's career spans an international arena having worked in Bermuda and Canada as head of Finance. Bríd returned to Ireland in 2000 and spent four years in investment fund administration with State Street International (formerly Deutsche Bank) before joining Lalor O'Shea as Director of Strategic Planning. www.laloroshea.ie

9.30am Putting the fire back into your business

Yanky Fachler is Chief Learning Officer of Bookbuzz and founder of High Octane Communication. An engaging and inspiring presenter, Yanky delivers motivational keynotes, seminars and masterclasses to corporations, business events, and Start Your Own Business audiences. He is the author of *Fire in the Belly*, *Chutzpah* and the *Bookbuzz Book of Biz Book Insights*. www.yankyfachler.com

**10.15am Content, Conversation, Collaboration and Community:
Four Keys to building buzz and boosting sales in any community**
Krishna De (www.krishnade.com) is an award winning brand engagement, digital marketing and social media author, mentor, professional speaker and commentator. Her expertise in digital influence, social media and communications is featured in several books including *World Wide Rave*, published by Wiley, 2009 and *The Career Doctor: How to Get and Keep The Job You Want* published by Currach Press, 2009.

11.00am Coffee, Networking and Stand Viewing

11.30am Breakout Workshops (Please select two on Booking form)

Session 1 Use Twitter & Facebook to improve sales
Keith Bohanna, keith@bohanna.com

**Session 2 Who stole my Margins:
costing & pricing in your business**
Marion Mc Donald, lifebizserv@eircom.net

Session 3 Managing your Staff
Fiona Brown Johnson, fiona@profiletraining.ie

**Session 4 Social Responsibility:
a competitive advantage for small business**
Joe Daly, jdaly@wit.ie

1.00 pm Lunch

2.30pm Case Studies – Telling it like it is
Five female entrepreneurs from the South East share their experiences
Tremayne Horkan, Blue Sky Marketing, Carlow
Joy Moore, Oldtown Hill Bakehouse Ltd, Tullaroan, Co. Kilkenny
Nicola Wade, Tipp Toes Ltd, South Tipperary
Danette Connolly, nas.ie (Nursing and Allied Services), Waterford City
Geraldine Karlsson, DoneDeal.ie, Wexford

4pm Close

Booking Form

Participant (s)

Company

Business Description

Address

Phone

Email

Website

Please complete your name(s) and business name as you would like them to appear on your conference Badge(s)

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* Do you wish to exhibit? Yes No

* Stand area is 6ft trestle table. One table per business. Spaces are limited, allocation on a first come, first served basis.

Please select TWO breakout WORKSHOPS of your choice.

1. Using Twitter and Facebook

2. Costing and Pricing

3. Staff Management

4. Social responsibility

Conference Costs

Conference fee per delegate €50

Exhibition stands No Charge

Special Overnight Rates **Single Room** €45 per delegate

Sharing Double Room €35 per delegate .

To avail of a special Conference overnight rate (limited availability) contact Dolmen Hotel tel: 059 9142002, www.dolmenhotel.ie

If you have any special needs or are a registered disabled person please let us know before attending the conference



Completion and Payment

Book online at www.kceb.ie

Or complete the booking form and return the above with the appropriate fee (cheques payable to Kilkenny CEB) to:

Kilkenny County Enterprise Board
42 Parliament St
Kilkenny
fiona@kceb.ie
056 775 2662

For further information contact your local Enterprise Board:

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