



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

Enterprise Week



6 - 10 November 2017

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Foreword by the Council Chairman

It gives me great pleasure as Chairman of Fermanagh and Omagh District Council to promote the Council's second ever Enterprise Week.



Throughout the week the Council, together with a range of relevant stakeholders, has organised a myriad of free business support events in a wide range of locations throughout the district to support and develop our indigenous business base.

Enterprise Week aims to embrace all sections of the region's business community, including women in business, existing SMEs, new business starts etc and a vast range of seminars, workshops, talks and training has been developed to offer advice and practical support to our local business community.

Throughout the five days a vast spectrum of advice and training will be delivered by leading experts and will cover all areas of expertise required by today's entrepreneurs. Topics will range from digital business, health and safety, funding for businesses, to starting a business to name but a few.

The Council is conscious of the crucial importance of small businesses to our district and has always strived to offer as much help to this vital sector as possible and I would, therefore, urge as many businesses to attend as many of the interesting and informative events as possible over the next five days.

Councillor Stephen McCann - Chairman Fermanagh and Omagh District Council

To Register for Enterprise Week Events:

Email sharon.mcgillion@fermanaghomagh.com

Tel 0300 303 1777 **Ext:** 20328

The Network for Enterprising Women

Event: Well-being Masterclass for Women in Business
Date: Friday 10 November
Time: 2.00 pm - 5.00 pm
Venue: The Studio, The Ardhoven Theatre, Enniskillen



Fermanagh and Omagh District Council in partnership with the Network for Enterprising Women present an afternoon for women in the business of business. Learn, be inspired and share your story with others, four great speakers, two hours of networking and one mission.....To be the best you can be in business.



Ms Nuala McKeever - Nuala has a strong passion to lead, inspire and motivate individuals to be the best that they can be – both individually and together. After 15 years working overseas as a Senior Manager in the Corporate World, Nuala returned home in 2011 to focus on her passion for Complete Well-being and Personal Development. Nuala owns and manages a busy Health & Well-being Centre. Nuala focuses on a “whole” person approach to strengthen human connection and increase overall team engagement. Laughter forms a huge part of this! 'My workshop will introduce you to the tools and techniques to build resilience, build a positive state and learn to laugh!!!'



Ms Laura Quinn - After giving up my job to be a full time stay at home mum, I discovered that there was still too much left of me to give. I was delighted to be offered a place in the Making Magic Happen academy in June this year. Since then I have written, published and SOLD the first in my series of Monkey Blue books. Come along to hear much more of my journey to starting Monkey Blue Press 'It's not only about the writing and perfecting it, it's not only about book sales, it is a complete insight and journey through to the world of publishing'



Ms Sinéad Kelly - A qualified solicitor with a passion for organisations and their people led to Sinéad setting up her own independent consultancy practice to provide tailored advice and practical solutions to businesses on employment law and human resources. She will take us through the steps she uses to help organisations to bring out the best in their people for optimum performance and sustainability.



Ms Shauna Gallagher - Founder and owner of The Natural Beauty Pot. A fully qualified Beauty Therapist, Shauna founded the company as a result of her quest to find suitable products for her extremely sensitive skin. Shauna's business has gone from strength to strength and during this session, Shauna will take you through her journey from creating beautiful products in her studio in The Buttermarket in Enniskillen to releasing her products for sale on Notonthehighstreet.com.

Go Digital

| | | |
|---------------|--|--|
| Event: | Facebook for Retail: 5 ways to creating a profitable Facebook Ads campaign | |
| Date: | Tuesday 7 November | Thursday 9 November |
| Time: | 6.00 pm - 8.00 pm | 6.00 pm - 8.00 pm |
| Venue: | The Broadmeadow Room, Fermanagh House, Enniskillen | Dance Studio, Strule Arts Centre, Omagh |

Come join this interactive session to learn the key elements for making the most impact from your Facebook Ads. Delivered by **Mr Daryl Conway**, this workshop provides an opportunity to hear real industry insight from a leading Digital expert.



Daryl is an award winning Digital Marketing Consultant winning the 2014 DANI Award for NI Digital Hero, Best Digital Initiative and use of Social Media at the Mid Ulster Business Awards 2014 and an NICCY web design award in 2013. Daryl has managed and delivered some of the largest Digital Marketing Support programmes in NI over the last four years including the #optimiSE programme, Magherafelt Connected and Digital Dungannon.

| | |
|---------------|-------------------------------|
| Event: | Digital Omagh November Meetup |
| Date: | Wednesday 8 November |
| Time: | 6.30 pm – 8.00 pm |
| Venue: | Omagh Enterprise Company |

Smart Data Smart Regions (SDSR)- National Launch of the Smart Data Smart Region in N. Ireland.

Digital Omagh is a network to help promote, inspire and engage with anyone working or interested in the Digital Industries in Omagh and surrounding regions. Come along and network with like minded people and hear about the progress of the digital sector within the region. During the evening **Mr Nicholas O'Shiel**, Chief Executive of Omagh Enterprise Company Ltd will present the Strategic Guide to Smart Data in Northern Ireland. SDSR is an Erasmus+ funded project led by Omagh Enterprise Company with partners from Northern Ireland (Canice Consulting), Ireland (Leitrim County Council), Germany (Europaallee10, Kaiserslautern, Zetis), Netherlands (Stichting Business Development Friesland) and Belgium (Teleregions Net aisbl, Rue de Luxembourg).

The objective of the project is to improve the ability of entrepreneurship VET policy makers and practitioners to understand, teach and implement smart data within their institutions and to use smart data to adapt and optimise entrepreneurship development strategies at a regional level. For further information or to book your place contact

Sharon sharon.tracey@omaghenterprise.co.uk or
Oonagh oonagh.gallagher@omaghenterprise.co.uk

Event: Capitalising on Tourism with Digital Advertising
Date: Wednesday 8 November
Time: 10.00 am - 12.30 pm
Venue: The Ardhoven Theatre, Enniskillen

The Tourism sector in Northern Ireland is booming – tourists spent £851m and 15.2m nights here in 2016, with further growth anticipated throughout 2017. It's no surprise that travel & tourism is now the third biggest spending industry on Google AdWords!

In this session, **Mr Mark McColgan** (PPC Account Strategist at Loud Mouth Media) will outline how businesses like yours can own your brand space online; retain your customers and reach new, highly qualified audiences through strategic digital advertising. Using real life examples from current clients and attending delegates, Mark will outline the targeting methods and strategies you should be using – covering everything from 'bread and butter' Search to Google's latest Beta products.



Mark joined Loud Mouth Media two years ago to oversee the pay-per-click advertising strategy for all 120 of Loud Mouth Media's clients. Having previously spent two years working for Google in their EMEA Headquarters in Dublin, he has a wealth of experience working with client strategies across a wide range of industries including tourism, finance and retail.

Event: Influencer Marketing and Blogging
Date: Friday 10 November
Time: 2.00 pm – 4.00 pm
Venue: The Courtyard Room, Silverbirch Hotel



Influencer marketing and blogger outreach is on the rise, but micro-influencers - those with smaller, niche audiences - may actually be a more effective option than celebrity voices for smaller brands and retailers. Find out from leading marketing expert **Ms Niamh Taylor** of Digital 24 about influencer marketing why it is a critical element in the digital marketing. This is a must-attend event for business owners, marketers and anyone else responsible for their company's marketing, and for influencers looking to monetise their clout. Niamh will be joined by



Ms Caroline O'Neill - diggchildrenswear.com. An amazing local retailer who has amassed a great following online. Digg has just signed up to Belfast Fashion Week and has started working with some mummy bloggers.



Local girl **Ms Diane McStay** of The Style Studio Blog - facebook.com/TheStyleStudioBlogger. With a following of over 40,000 on facebook, Diane keeps her subscribers updated with the latest in fashion, beauty and lifestyle.



Event: Celebrating 160 years at Belleek Pottery

Date: Thursday 9 November

Time: 2.00 pm - 4.00 pm

Venue: Belleek Pottery, Belleek

Come along to Belleek Pottery for a unique insight into how the company has embraced innovation in order to sustain the business for 160 years. Managing Director, **Mr John Maguire**, will outline how the company has navigated through difficult times to remain one of Ireland's most iconic institutions.

As Belleek Pottery continues to celebrate 160 years in business it continues to demonstrate a strong presence in business across a number of sectors. The Belleek Pottery Visitor Centre holds its place as one of Northern Ireland's most visited attractions, whilst the factory is the oldest working pottery on the island of Ireland. Employing more than 100 people throughout the year both in the Visitor Centre and factory, the pottery's economic contribution both locally and across the region is significant. Belleek Pottery are delighted to be a part of Enterprise Week.



Event: Women at Terex: Championing Women in STEM

Date: Friday 10 November

Time: 10.00 am - 1.00 pm

Venue: Terex, Omagh

The mission of the Women@Terex initiative is to create a competitive advantage. Terex is committed to building a more inclusive workplace that offers the professional support needed for female team members to thrive.

Ms Sharon Martin, Manager of IT Project Management Office at Terex will lead a presentation on the Women@Terex initiative.

A diverse team is a winning team. Diversity can be a complex topic – but one aspect of it is simple – the world’s population of men and women is nearly equal, yet in manufacturing companies, women are significantly under-represented. That lack of diversity deprives Terex of the ideas and perspectives that women bring to business operations and decision-making. That’s where Women@Terex comes in – it is an action-oriented company-wide initiative aimed at building a more inclusive workplace that offers the professional support needed for female team members to thrive. By doing so, Terex will attract, develop and retain more women – and as an added bonus, we will gain a competitive advantage and create a better place to work for all team members.

You will also have a rare opportunity for a facility tour.

Event: Introduction to Market Research
Date: Monday 6 November
Time: 10.00 am - 12 noon
Venue: Omagh Enterprise Company

This workshop will introduce you to current market research techniques and show you how to use this research to enhance your business performance or to find out more about your business idea. The Workshop will be interactive with the opportunity to speak to a business advisor and to get further assistance for your business. For further information or to book your place contact aine.oreilly@omaghenterprise.co.uk

Event: Omagh Enterprise Company - Open Day
Date: Tuesday 7 November
Time: 10.00 am - 4.00 pm
Venue: Omagh Enterprise Company

Come along and view some of the offices that are available to rent. Speak in confidence to one of our property managers about your business needs. Take advantage of working for a day from one of our hot desks (Subject to availability and prior booking).

Event: NI Business Start Up Clinic
Date: Friday 10 November
Time: 9.30 am - 4.00 pm
Venue: Omagh Enterprise Company

Do you have a business idea or have you ever thought of working for yourself? If yes, come and speak to us. We have helped hundreds of people to start their own business over the past 25 years. The clinic will allow you to speak in confidence to a business advisor who will help you through the next steps. The advisor will also help you to access finance and business support programmes and arrange follow up meetings once your business has started. Come along and find out more about starting a business.

For further information or to book your place contact sinead.mckenna@omaghenterprise.co.uk

Event: Co-Innovate Workshop
Date: Tuesday 7 November
Time: 10.30 am - 2.30 pm
Venue: Fermanagh Enterprise Ltd



Participants will hear about the benefits of innovation, improve their understanding of the innovation eco-system on a cross border basis and improve their capability to benefit from it. Local SME case studies will be promoted to demonstrate how innovation has helped the business to grow and compete and to enable workshop attendees to hear at first hand their experience of using innovation.

Event: Exploring Enterprise
Date: Thursday 9 November
Time: 10.00 am - 12 noon
Venue: Fermanagh Enterprise Ltd

The Exploring Enterprise 3 Programme is a free programme for those who are currently not in employment, self-employment or training (less than 16hrs per week). The programme is designed for those who are thinking about starting their own business, or who are keen to expand their skills and move back into employment. You will achieve an accredited qualification within the programme.

Event: Business Start Up: An Introduction to Marketing
Date: Friday 10 November
Time: 10.00 am - 12 noon
Venue: Fermanagh Enterprise Ltd

Marketing is a crucial aspect of any successful small business. Marketing is the process by which products or services are introduced and promoted to potential customers. The overall marketing umbrella covers advertising, public relations, promotions and sales. This workshop will look at all these areas. It will also cover social media promotion which is increasingly important to small businesses in 2017

Event: Business Bite Size Workshop: Make your Pricing work for you
Date: Friday 10 November
Time: 12 noon - 1.00 pm
Venue: Fermanagh Enterprise Ltd

A common pitfall for businesses is incorrect pricing. So many businesses neglect to ensure they have their pricing right, in this short workshop delivered by **Mr Eamonn Corrigan** Chartered Accountant with case studies from Erne Water Taxi and The Boatyard Distillery you will learn about the practicalities of pricing and getting it just right. Those in business, whether starting up or established should attend this informative workshop.

Don't Miss

Event: General Data Protection Regulation (GDPR) Workshop

Date: Monday 6 November

Time: 10.00 am - 12 noon

Venue: Intec Centre, Enniskillen

The new General Data Protection Regulation (GDPR) will be enforced from 25 May 2018 bringing with it a number of key changes for organisations including the definition of personal data, the rules for obtaining valid consent and the right for data subjects to be “forgotten”. Some organisations will need to appoint a Data Protection Officer. Importantly, the new Regulation mandates considerably tougher penalties than the current Data Protection Act. If your business processes the personal data of EU residents, the changes will apply to you. The workshop will provide an introduction to the new Regulation, and advice and information on the practical measures you will need to put in place in order to work towards becoming GDPR ready.

Event: ASPIRE Employability Open Day

Date: Wednesday 8 November Wednesday 8 November

Time: 10.00 am - 4.00 pm 10.00 am - 4.00 pm

Venue: The Sperrin Centre, Omagh Fermanagh Rural Community Initiative, Enniskillen

The ASPIRE Employability Programme offers support to people aged 16 years and over who are currently unemployed and seeking paid work. Working in collaboration with employers across the district, ASPIRE facilitates voluntary work-based placements alongside a range of learning and training opportunities that promote personal and professional development.

This project is part funded through the Northern Ireland European Social Fund Programme 2014-2020 and the Department for the Economy.



Event: Rural Business Investment Scheme Information Workshop

Date: Thursday 9 November Friday 10 November

Time: 10.00 am - 11.30 am 10.00 am - 11.30 am

Venue: Sperrin Centre, Omagh Intec centre, Enniskillen

The Rural Business Investment Scheme is designed to support the development of a strong and diverse rural economy, investing in new business development and the expansion of existing enterprises to create a balanced and forward looking rural economy. The scheme is designed to boost enterprise development and business growth across rural Fermanagh and Omagh through expansion of productivity or diversifying into new markets or products. The primary objective of the scheme is job creation.



At a Glance

| Event | Time | Venue |
|--|---------------|--|
| Monday 6 November | | |
| General Data Protection Regulation | 10:00 – 12:00 | Intec Centre, Enniskillen |
| Introduction to Market Research | 10:00 – 12:00 | Omagh Enterprise Company, Omagh |
| Tuesday 7 November | | |
| Co-Innovate Workshop | 10:30 – 14:30 | Fermanagh Enterprise, Enniskillen |
| Property Open Day | 10:00 – 16:00 | Omagh Enterprise Company, Omagh |
| Makerspace Showcase | 15:00 – 19:30 | Idea Centre, South West College, Omagh |
| Facebook Advertising for Retail | 18:00 – 20:00 | Fermanagh House, Enniskillen |
| Doing Business with Fermanagh and Omagh District Council | 18:00 – 20:00 | Milestone Centre, Carrickmore |
| Wednesday 8 November | | |
| Digital Advertising for Tourism | 10:00 – 12:30 | The Ardhowen Theatre, Enniskillen |
| ASPIRE Open Day | 10:00 – 16:00 | The Sperrin Centre, Omagh |
| Inspiring Social Enterprise | 12:00 - 14:00 | West End Community Centre, Enniskillen |
| GREBE Speed Networking Event | 14:00 – 16:00 | Manor House Country Hotel, Killadeas |
| Digital Omagh Networking Event | 18:30 – 20:00 | Omagh Enterprise Company, Omagh |
| Thursday 9 November | | |
| Exploring Enterprise | 10:00 – 12:00 | Fermanagh Enterprise, Enniskillen |
| Rural Business Investment Scheme Workshop | 10:00 – 11:30 | The Sperrin Centre, Omagh |
| Belleek Pottery Site Visit | 14:00 – 16:00 | Belleek Pottery, Belleek |
| Facebook Advertising for Retail | 18:00 – 20:00 | Strule Arts Centre, Omagh |
| Doing Business with Fermanagh and Omagh District Council | 18:00 – 20:00 | Castle Park Centre, Lisnaskea |
| Friday 10 November | | |
| Business Start Up Workshop | 10:00 – 12:00 | Fermanagh Enterprise, Enniskillen |
| Terex Site visit: Championing Women in STEM | 10:00 – 13:00 | Terex, Omagh |
| Rural Business Investment Scheme Workshop | 10:00 – 11:30 | Intec Centre, Enniskillen |
| Business Bite Size Workshop - Make your Pricing Work For You | 12:00 - 13:00 | Fermanagh Enterprise, Enniskillen |
| Well-being Masterclass for Women in Business | 14:00 – 17:00 | The Ardhowen Theatre, Enniskillen |
| Influencer Marketing & Blogging | 14:00 – 16:00 | The Courtyard Room, Silverbirch Hotel |

To Register for Enterprise Week Events:

Email sharon.mcgillion@fermanaghomagh.com **Tel** 0300 303 1777 Ext: 20328