

Enterprise Week

4 - 8 March 2019



Fermanagh & Omagh
District Council

Comhairle Ceantair
Fhear Manach agus na hÓmaí



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Foreword by the Council Chairman



It gives me great pleasure as Chairman of Fermanagh and Omagh District Council to introduce the Council's third annual Enterprise Week programme.

Fermanagh and Omagh District Council is committed to working in partnership with voluntary, community and business sectors to make the district a quality place to live, work and visit.

Once again, the Council, in partnership with other key stakeholders, has put together an extensive range of free business support events, workshops, seminars and training which will run throughout the week at convenient venues across the Fermanagh and Omagh district.

As a Council we are committed to actively supporting our local businesses and I have no doubt that the vast array of relevant and topical areas of support on offer this week will embrace all sections of the region's business community, including women in business, existing SMEs and new business starts.

The Council strives to provide a comprehensive spectrum of advice and training to be delivered by leading experts, speakers and local businesses to cover all areas of expertise required by today's entrepreneurs. The events taking place throughout Enterprise Week will complement the Councils' existing comprehensive suite of business support programmes.

Councillor Howard Thornton – Chairman of Fermanagh and Omagh District Council

To Register for Enterprise Week Events:

Email businesssupport@fermanaghomagh.com

Tel 0300 303 1777 **Ext** 20328

Celebrating Female Entrepreneurs

Event	She Means Business
Date	Monday 4 March
Time	10.00am - 11.30am
Venue	Strule Arts Centre, Omagh

Women in Business is collaborating with key regional partners to continue providing opportunities to all our members Northern Ireland wide and hear from successful entrepreneurs from your local area.

This event will be facilitated by the fantastic Naomh McElhatton CEO of SMART Global, TEDx speaker and Curator of the She Said Club. Naomh was voted one of Ireland's Top 5 Entrepreneurs to watch in 2019 by the Irish Times. Naomh will lead a Q&A session with our two local, female entrepreneurs.

Join us in the Strule Arts Centre for a morning of networking with the opportunity to meet like-minded professional women in your area over some light refreshments.

This event is perfect for individuals who would like to:

- Generate new contacts
- Raise your business profile
- Open doors to new opportunities
- Increase your self-esteem
- Receive fresh ideas
- Gather advice from other members

Please bring along your business cards to optimise this opportunity.

Event	A morning with Nuala McKeever Celebrating International Women's Day
Date	Friday 8 March
Time	9.30am - 11.30am
Venue	The Ardhowen Theatre, Enniskillen



Join the Network for Enterprising Women on International Women's Day for a morning of learning and sharing stories of female entrepreneurialism.

Nuala McKeever, critically acclaimed actor and comedian of BBC NI sitcom Give my Head Peace and her own comedy show, McKeever on UTV will lead this session sharing her experience in writing and performing, combined with a fascination with what makes us all tick.

Nuala has developed this highly-popular motivational workshop on the subjects of Compassionate Self-Care; Effective Mindful Communication; Presentation Skills; Confident Communication and Team Building.

Whether you are looking for inspiration or have a great story to inspire others by, we know you will take something worthwhile away from this unique event.

Promoting the Social Economy

Event	Introduction to Social Enterprise and how it differs from Charities	
Date	Monday 4 March	Thursday 7 March
Time	2.00pm - 4.00pm	2.00pm - 4.00pm
Venues	West End Community Centre, Enniskillen	The Hub, Campsie, Omagh

This workshop will explore the business model of Social Enterprise. If you have ever wondered if a social enterprise business model is for you/your organisation come along and find out the difference between Charities and Social Enterprises. Learn about diversifying your income streams, moving away from the reliance on grants, differing legal structures and much more.

This workshop will be delivered by Social Enterprise NI who is the representative body for social enterprises and social entrepreneurs across Northern Ireland. Connecting, supporting, developing and sustaining vibrant businesses to create social change. Social Enterprise NI are an independent, member-led organisation and a gateway for social enterprises in Northern Ireland.

Event	Omagh Careers Fair
Date	Thursday 7 March
Time	10.00am - 6.00pm
Venue	Omagh Leisure Complex

Omagh Careers Fair, which is part sponsored by Fermanagh and Omagh District Council is taking place in the Main Hall of Omagh Leisure Complex. A host of local businesses will be exhibiting at the event providing information on career opportunities within their individual organisations and also some will be providing a short company presentation at intervals throughout the day. The Careers Fair provides a great opportunity for local businesses to showcase the careers they have on offer.

From 10.00am to 3.30pm the doors will be open to Year 12 pupils from almost a dozen schools and colleges from the Omagh area. The later part of the day, the event will be open to all who wish to attend.

The Careers Fair will present attendees with an ideal opportunity to consider all important career choices or even think of diversifying into something new. The event is free of charge.

Supporting Retail Businesses

Event	Instagram and Content Creation for Sales	
Date	Wednesday 6 March	Thursday 7 March 2019
Time	6.00pm – 8.00pm (refreshments from 5.30pm)	6.00pm – 8.00pm (refreshments from 5.30pm)
Venues	Fermanagh House, Enniskillen	Strule Arts Centre, Omagh

Are you wondering how to utilise the power of Instagram to bring your business to the next level? This workshop will be a crash course on Instagram for Business, as well as creating engaging content to grow both your audience and sales. Learn how to plan, manage, and elevate your Instagram strategy.

Ms Caroline O'Neill, DIGG Childrenswear, is an award winning digital marketer and local retailer who has amassed a great following online.

Event	Enniskillen Gigabit Voucher Scheme – Business Information Evening	
Date	Wednesday 6 March	
Time	4.30pm – 5.30pm	
Venue	Fermanagh House, Enniskillen	



EXPERIENCE *Enniskillen*
Be a part of it.

Enniskillen BID in association with Fermanagh and Omagh District Council are hosting an information event for Enniskillen businesses who would like to access the £2,500 voucher grant through the Department for Culture, Media and Sport Gigabit Voucher Scheme. The event will include a short presentation from b4b networks and an opportunity to register on the scheme. Funding is limited and on a first come first served basis. Come along to find out how your business could benefit from the scheme.

Additional information is available through the Gigabit Voucher website:
www.gigabitvoucher.culture.gov.uk

Event	Business Clinic and Networking Event
Date	Thursday 7 March
Time	4.30pm – 5.45pm
Venue	Strule Arts Centre, Omagh



Omagh Chamber of Commerce and Industry in conjunction with Fermanagh and Omagh District Council are hosting a drop-in clinic for local businesses wishing to receive guidance on a number of topical issues affecting business, as well as an opportunity to network. There will be information on various free business support opportunities that are currently available.

Don't Miss Events

Event	5 Steps To Communication Success
Date	Thursday 7 March
Time	9.30am - 1.00pm
Venue	Manor House Country Hotel, Enniskillen

In this informative and interactive Communication Skills Workshop, businesses will learn about Alan's "5 Steps To Communication Success" which are:

1. **Presentation Skills** - Present with passion and personality. Learn how to deliver your message in a calm, confident and effective manner.
2. **StoryTelling for Business** - The human mind is a story processor, not a logic processor. Learn how to create, structure and tell stories that connect.
3. **Media Training** - Learn how to be confident on Radio and TV, and how to shine online. Become a master communicator in our growing global environment.
4. **Train to be an Event MC/HOST** - Learn how to present and host your own event or conference, speak on time, keep the conference on time and introduce speakers.
5. **Public Speaking** - Learn how to deal with nerves and get to know your body language. Understand the communication "BRAIN"

The event also promises to help presenters to avoid jargon, use voice, tone, energy and enthusiasm, integrate your personal brand with your business brand and much more.



Alan Shortt is a Communications Coach offering effective communication skills training to Corporates, SME's, and one-to-one training sessions to CEOs and individuals. He also acts as facilitator at corporate conferences, hosting question and answer sessions, using his unique interview style to get the best stories from the panel of experts and guests.

For further information or to book your place contact

Email: businesssupport@fermanaghomagh.com
Tel 0300 303 1777
Ext 20328

Don't Miss Events

Event	Getting Smarter with Tourism: Understanding market trends and targeting the high-spend visitor
Date	Tuesday 5 March
Time	1.00pm - 5.00pm
Venue	Fermanagh Suite, Lough Erne Golf Resort



Dr Peter Bolan, Director of International Travel & Tourism Management at Ulster University, will lead this interactive and thought provoking session covering the importance of planning for sustainable tourism with consideration for how to minimise the impacts of over-tourism. Looking at market trends in relation to visitor expectations and experience, we will explore how to capture the high spend visitor from established markets such as North America to newer emerging markets such as China. The session will include global examples of best practice.

Peters' research interests and specialisms include film and media applications in tourism. He engages regularly in consultancy work with industry and works closely with local community and business networks. He is currently chair of a Northern Ireland Food Tourism network for the Causeway region, and sits on the committees of the North Coast Armada Connection Group and the Destination Management and Event Delivery Committee for the Irish Open Golf Championship.

Peter writes for a number of business and industry trade publications and is the tourism commentator for Hospitality Review NI. He is a regular speaker at tourism industry events, conferences and workshops.

(Networking Lunch on arrival at 1.00 pm with Workshop to commence at 2.00 pm)

For further information or to book your place contact

Email	tourismdevelopment@fermanaghmagh.com
Tel	0300 303 1777
Ext	21207

Digital for Business

Event Boosting Your Online Visibility With Video Content
Date Wednesday 6 March 2019
Time 10.00am – 12.30pm
Venue Omagh Enterprise Centre, Omagh



A masterclass session in the art of creating compelling short form (1-2 min) video content using a mobile device and free digital editing and filmmaking apps. You will learn how to create content that grabs the attention of audiences who have short attention spans and view content via social networks on mobile devices.

At this session, you will learn how video can help increase your presence. We will look at lot of free and paid for tools which businesses can use to create great video content.

Event focus will look at:

- Video tools, apps and editing
- Tips for creating better video
- How to optimise video
- Sharing your video with your audience

Session will be delivered by Niamh Taylor – Managing Director at Digital Twenty Four.

Event Email Marketing Masterclass – How to do email marketing the right way
Date Thursday 7 March 2019
Time 6.00pm – 8.00pm
Venue Fermanagh House, Enniskillen



Mailchimp is the go-to web application for building great email campaigns and creating a strong and lasting bond with your clients. This masterclass session will show you how to set up your account, import existing client lists, create sign-up forms and manage your lists. It will serve as a best practice guide for existing users or a fantastic fast track course for those new to email marketing.

You'll learn how to put together your own company templates and understand the reporting features of Mailchimp.

Email marketing is a fantastic customer retention tool for retail and ecommerce businesses. At this event, delegates can get to grips with email, including:

- Using mailchimp for FREE or paid platform
- Designing visually compelling campaigns
- Developing a customer contact strategy
- Identifying opportunities from testing
- Managing your email lists

Session will be delivered by Emma Gribben – Associate Digital Director at Digital Twenty Four.

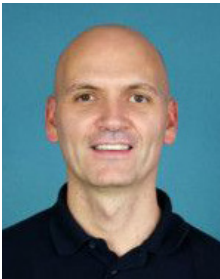
Digital for Business

Event	Digital Skills in 2019 for the SME Owner
Date	Monday 4 March
Time	6.00pm - 8.00pm
Venue	The Silverbirch Hotel, Omagh

Grow your business with BigRockDesigns by identifying essential digital skills. As the digital marketing sphere is constantly changing, the techniques and strategies we use must adapt. Come along to hear about the trends and how you can bring them into your own business.

You'll learn how to:

- Improve your brand identity and grow your audience
- Utilise the potential of various social media marketing platforms
- Grow your email list, website traffic and social media following
- Increase conversions and sales with real-world techniques



Who are BigRockDesigns?

Peter Meehan is the founder of BigRockDesigns, which started as a graphic design training consultancy in 2003. Since then, they have expanded their training to include video production, CAD, GIS Mapping, and web development, amongst other applications. They have been delivering digital marketing courses since 2010, with a particular focus on SEO and Google training.

Event	Blogging for Tourism
Date	Friday 8 March
Time	9.00am - 1.00pm
Venue	Mellon Country Inn, Omagh

Blogging is not just an activity for those who want to become #InstaFamous. From a business perspective writing relevant, topical, keyword focused content frequently on your website can help with Search Engine Optimisation, improve user experience on your website and also serve as really great content for social media and email marketing.

In this workshop we will look at why you should consider blogging for your business, how to research and develop topics for your blogs, best practice blog writing and tips for sharing your blogs far and wide online.

This workshop will be delivered by Ms Emma Gribben. Emma is an international digital marketing trainer, mentor and consultant working directly with clients around the globe on digital marketing projects.

For further information or to book your place contact

Email tourismdevelopment@fermanaghomagh.com

Tel 0300 303 1777

Ext 21207

What your Council can do for you

Event	Kick Start Your Business
Date	Tuesday 5 March
Time	5.00pm – 7.30pm
Venue	Fermanagh Enterprise Limited, Enniskillen



Fermanagh Enterprise Ltd is the venue for a Kick Start Your Business event with guest speaker, local entrepreneur, Deirdre O'Connor from Cyberia Ireland, an innovative company that keeps businesses safe from cyber threats. Deirdre who participated on the Council's free business support programme, Kick Start, will outline her start up journey and experiences. Also during the evening, local business man Charlie O'Connor of Threesixtyfour - a Fermanagh based company offering expert IT support for businesses will deliver a free workshop entitled 'Managing Social Media Across Multiple Platforms'.

Event	Kick Start your Business
Date	Wednesday 6 March
Time	5.00pm – 7.30pm
Venue	Omagh Enterprise Company, Omagh



Local entrepreneur, Connor McCann is the guest speaker at a Kick Start Your Business event in Omagh Enterprise Company, Omagh. Connor is an established businessman who set up OmaRentals in the early 2000s and recently won a prestigious entrepreneurial competition run by the founder of easyJet Sir Stelios with his innovative easyConveyance.com. A comparison website he designed for home buyers and sellers to compare quotes based on price, location and customer rating. The service can also track progress on property sales and purchases. Connor will tell of his journey to success and his experience on the Northern Ireland Business Start-Up Programme and the Council's free mentoring programme, Kick Start. During the evening a free workshop on Managing Finance in A Small Business will be delivered by local business woman Michelle Quinn.

Event	Building Procurement Success	
Date	Monday 4 March	Thursday 7 March
Time	2.00pm – 4.00pm	10.00am – 12.00pm
Venues	Omagh Enterprise Centre	Fermanagh Enterprise Ltd, Enniskillen



This free workshop being delivered by Global Education Ltd, has been designed to provide a practical step-by-step approach to explain the principles of effective procurement. It will explore the main barriers that businesses face in relation to procurement success and enable participants to develop their own Procurement Action Plan. The workshop will be structured to help you to source and respond to live tender opportunities, to identify the most relevant tender websites and it will provide support to help businesses to explore select list registration and how to increase your tender win rate. If your business is new to tendering or if you have been unsuccessful in securing tenders in the past then this workshop is for you.

What your Council can do for you

Event How to Employ the Right People

Date Tuesday 5 March

Time 2.00pm – 4.00pm

Venues Strule Arts Centre,
Omagh

Friday 8 March

10.00am – 12.00pm

Fermanagh Rural Community
Initiative, Enniskillen



Staff are our most important asset and it is essential that we find the right people. This short training course in employing people will help you get the most from your staff, help you to find new staff, help to focus on moving your business forward and review/implement employment policies that are fair and lawful. Learn:

Recruitment and induction - advertising roles, what to include in application forms and how to use all resources available to find the right people

How to Interview – What can employers do to make sure that they are making the right employment decisions

Contracts of Employment - what to include in a written contract

This is essential training for small to medium business employers providing useful tips and suggestions to allow businesses to find the right staff for the right jobs.

Event ASPIRE Employability Open Day

Date Wednesday 6 March

Time 10.00am – 4.00pm

Venues Strule House, Omagh
Fermanagh Rural Community Initiative, Enniskillen



The ASPIRE Employability Programme offers support to people aged 16 years and over who are currently unemployed or working less than 16 hours per week and seeking paid work or alternative employment. Working in partnership with the Western Health & Social Care Trust, Education Authority (Western Region) and 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.

Event Start a Business Drop-In Day

Date Friday 8 March

Time 9.30am – 4.00pm

Venues Omagh Enterprise Company, Great Northern Road Omagh and
Fermanagh Enterprise Limited, Enniskillen Business Centre



Interested in starting your own business but not sure what to do? Come along and speak to one of the advisors for free confidential support and guidance. Drop in any time for a chat and get your business idea to the next stage.

At a Glance

Event	Time	Venue
Monday 4 March		
She Means Business - A Networking Event for Female Entrepreneurs	10.00am – 11.30am	Strule Arts Centre, Omagh
Introduction to Social Enterprise and How it differs from Charities	2.00pm – 4.00pm	West End Community Centre, Enniskillen
Building Procurement Success	2.00pm – 4.00pm	Omagh Enterprise Company, Omagh
Digital Skills in 2019 for the SME Owner	6.00pm – 8.00pm	The Silverbirch Hotel, Omagh
Tuesday 5 March		
Getting Smarter with Tourism Understanding market trends & targeting the high-spend visitor	1.00pm – 5.00pm	Lough Erne Golf Resort, Enniskillen
How to Employ the Right People	2.00pm – 4.00pm	Strule Arts Centre, Omagh
Kick Start Your Business	5.00pm – 7.30pm	Fermanagh Enterprise, Enniskillen
Wednesday 6 March		
Boosting Your Online Visibility with Video Content	10.00am – 12.30pm	Omagh Enterprise Company, Omagh
ASPIRE Employability Open Day	10.00am – 4.00 pm	Strule House, Omagh and Fermanagh Rural Community Initiative, Enniskillen
Enniskillen Gigabit Voucher Scheme Business Information Evening	4.30pm – 5.30pm	Fermanagh House, Enniskillen
Instagram & Content Creation for Sales	6.00pm – 8.00pm	Fermanagh House, Enniskillen
Kick Start Your Business	5.00pm – 7.30pm	Omagh Enterprise Company, Omagh
Thursday 7 March		
5 Steps To Communication Success	9.30am – 1.00pm	Manor House Country Hotel, Enniskillen
Omagh Careers Fair	10.00am – 6.00pm	Omagh Leisure Centre, Omagh
Building Procurement Success	10.00am – 12.00pm	Fermanagh Enterprise, Enniskillen
Introduction to Social Enterprise and How it differs from Charities.	2.00pm – 4.00pm	The Hub, Campsie, Omagh
Business Clinic and Networking Event	4.30pm – 5.45pm	Strule Arts Centre, Omagh
Instagram and Content Creation for Sales	6.00pm – 8.00pm	Strule Arts Centre, Omagh
Email Marketing Masterclass How to do email marketing the right way	6.00pm – 8.30pm	Fermanagh House, Enniskillen
Friday 8 March		
Blogging for Tourism and The Importance of User Generated Content	9.00am – 1.00pm	Mellon Country Inn, Omagh
A morning with Nuala McKeever Celebrating International Women's Day	9.30am – 11.00am	Ardhowen Theatre, Enniskillen
Start a Business Drop-In Day	9.30am – 4.00pm	Omagh Enterprise Company, Omagh Fermanagh Enterprise, Enniskillen
How to Employ the Right People	10.00am – 12.00pm	Fermanagh House, Enniskillen

To Register for Enterprise Week Events:

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