



Local Enterprise Office



LOCAL ENTERPRISE WEEK 2021

Making It Happen

01-05 March

County Carlow's VIRTUAL EVENTS SCHEDULE

#MakingItHappen



in partnership with



#MakingItHappen: Local Enterprise Week Goes Virtual for 2021!

Local Enterprise Week is organised every year by the 31 Local Enterprise Offices across the country and all events are taking place virtually from Monday, March 1st to Friday, March 5th.

This year's schedule includes ten 'Spotlight' events which are organised by individual Local Enterprise Offices and open to every business – wherever you're based.

So, find out what supports, and programmes are the best fit for your business to help face the challenges ahead and book your place today at [LocalEnterprise.ie/Week](https://www.localenterprise.ie/Week)

MONDAY 1st

9.30am – 10.45am - Benefits of Green for your Business – Launching Green for Micro

[Spotlight Event] This practical 'how to' event will help you to 'Green' your business and benefit from practical guidance on how to make your business more sustainable. Discover the benefits of doing so and listen to case studies from those who have already done it. You will learn how to market your green business credentials as a unique selling point. Attendees will also learn how to access 'Green for Micro' supports from their Local Enterprise Office.

Open to all & organised by Local Enterprise Office Dublin City. Price: FREE. Find booking link here <https://www.localenterprise.ie/week>

11am – 1pm - SpringBack & Step Forward: Building Leadership & Resilience

[Spotlight Event] A highly motivational online event, focusing on developing leadership and resilience to adapt to the challenges and opportunities facing businesses today. The line-up of speakers includes Emma Jones of Enterprise Nation and explorer and inventor Mark Pollock.

Open to all & organised by Local Enterprise Office Donegal. Price: FREE. Find booking link here <https://www.localenterprise.ie/week>

10am to 1pm - Kickstart - A Start Your Own Business Programme

Kickstart is a start your own Business Training programme which will assist participants to explore their business idea and to start the process of planning that business. Course will be delivered over a two-week period online and consists of - A three hour online group workshop - An online one to one mentoring session with the trainer, followed by - Final three hour online group workshop.

Open to companies in County Carlow Only. Book through our website <https://www.localenterprise.ie/Carlow/Training-Events/Online-Bookings/>

2pm – 4pm Growing Lean: One Small Step or One Giant Leap – Getting Started with Lean

The biggest challenge that many business owners face is how to get started with LEAN. The event will set out the many LEAN supports available to business, and an introduction to LEAN Thinking, covering the basics, and how it is applied to many business settings. The workshop will feature talks from local businesspeople that will give an insight into the real and tangible change that introducing LEAN principles can have on a business.

Open to companies in County Carlow Only. Book through our website <https://www.localenterprise.ie/Carlow/Training-Events/Online-Bookings/>

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TUESDAY 2nd

10am to 1pm - Building the New

[Spotlight Event] A dynamic morning session focusing on innovation and opportunity. This event features a selection of new businesses, including those which began as a result of Covid-19 and those which have had to innovate. Speakers include Damian Young of the National Design Innovation Hub, Gourmet Tart Company and Dough Bros.

Open to all & organised by Local Enterprise Office Galway. Price: FREE. Find booking link here <https://www.localenterprise.ie/week>

2pm to 4pm - Growing Lean: One Small Step or One Giant Leap, Getting Started with Lean

[Spotlight Event] The biggest challenge which many business- owners face, is how to get started with LEAN. This event will set out the many supports available as well as an introduction to Lean Thinking – which will cover the basics, and how it is applied. It will also feature a selection of businesspeople who will share their experience of introducing LEAN into their businesses.

Open to all & organised by Local Enterprise Office Kildare. Price: FREE Find booking link here <https://www.localenterprise.ie/week>

9.30am to 12.30pm - BrightStart South East Regional Start Up programme

As part of the BrightStart South East Regional Start Up programme high potential companies are invited to pitch their business to a panel including Enterprise Ireland and The South East Business Incubation Centre. This pitch will determine those companies going forward to access SEBIC and Enterprise Ireland accelerated supports for new business concepts showing potential to establish and scale quickly in the South East.

Open to BrightStart participants Only.

12.30pm to 2pm - Making Social Media Work for Your Business

Do you need support with your Social Media for your business? This 90-minute online workshop will be facilitated by Joe Morris who will help you to make Social media work for your business, organization or your personal brand. This workshop is hosted by Carlow Library Services and Carlow Local Enterprise Office.

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WEDNESDAY 3rd

9.30am to 1pm - AgriTech Revolution in Farming and Food

[Spotlight Event] This fast-paced interactive conference will examine how AgriTech has transformed farming and continues to help the sector thrive. Speakers will explore how using technology can put Ireland at the forefront of sustainable agriculture and where the export opportunities are.

Open to all & organised by Local Enterprise Office South Cork. Price: FREE. Find booking link here <https://www.localenterprise.ie/week>

2pm to 4:30pm - Creative Connections: Enabling your B-2-B Online Opportunities

[Spotlight Event] Aimed at entrepreneurs in creative sectors, this event is designed to showcase opportunities through developing online tools for selling to the Trade. It will provide a forum for best practice sharing with expert speakers and peer learning by listening to entrepreneurs who have travelled the road of developing B2B online selling tools.

Open to all & organised by Local Enterprise Office Carlow. Price: FREE. Find booking link here <https://www.localenterprise.ie/week>

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10am to 12pm - Reopening your Outdoor Tourism Business – Social Media Tools 3rd March 2021

Are you an outdoor tourism, food, activity, amenity business in Carlow preparing to re-open after lockdown? This two-hour workshop will help you to ensure your re-opening message is up to date and hitting your target market. The aim of the workshop is to have your opening hours, booking etc up to date across your social media platforms ahead of re-opening and for Staycation 2021 Summer.

Open to companies in County Carlow Only. Book through our website

<https://www.localenterprise.ie/Carlow/Training-Events/Online-Bookings/>

THURSDAY 4TH

10am to 1pm - Engage for Growth with David Meade

[Spotlight Event] A highly energetic and interactive session introducing the psychology of leadership and providing a practical toolkit for effective business management. David Meade, internationally renowned speaker, BBC TV presenter, and expert on what makes humans 'tick', will deliver deep insights, new techniques, and vital takeaways to help you succeed in business.

Open to all & organised by Local Enterprise Office Dún Laoghaire-Rathdown. Price: FREE. Find booking link here

<https://www.localenterprise.ie/week>

4pm to 5:30pm - S.M.A.R.Tech for StartUps

[Spotlight Event] This dynamic event is aimed at technology start-ups who want to learn more about supports for their business growth. Speakers from both private and public sectors will discuss new digital transformation technologies such as IoT, Industry 4.0, Automation, Robotics and Data Analysis. This event includes a virtual tour of the Dell Customer Solution Centre and the new campus in Limerick of the Confirm Centre for Smart Manufacturing.

Open to all & organised by Local Enterprise Office Clare. Price: FREE. Find booking link here

<https://www.localenterprise.ie/week>

7pm to 8:15pm - Masterclass: Health checking your business for its forward journey.

[Spotlight Event] Blaise Brosnan, Management Resource Institute author and business guru, will deliver a masterclass assessing the financial health of your business. He will examine working capital, cashflow management and financial challenges and will tease out the issues while offering a range of practical solutions which you can both understand and use.

Open to all & organised by Local Enterprise Office Wexford. Price: FREE. Find booking link here

<https://www.localenterprise.ie/week>

9.30am to 12.30pm - EVOLVE – Small Business Management Development Programme

The EVOLVE – Small Business Management Development Programme is suitable for County Carlow/Kilkenny* based owner/managers of small/medium sized businesses, who have a strong commitment to maintaining their businesses in a challenging economic trading environment (Brexit, COVID 19 etc) and wish to consider expanding their businesses onto the next stage of its business cycle. This Management Development Programme is the Local Enterprise Office's most comprehensive offering to small businesses in Carlow & Kilkenny. This programme will combine management theory, peer learning, networking, and action learning approaches.

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12pm to 1pm - Lunch & Learn – Education Supports for the Business Community in Carlow

This Lunch & Learn Event will focus on Education Supports available to those looking at starting or growing a business in County Carlow in 2021, with practical advice and tips on accessing them.

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FRIDAY 5TH

9:30am to 12:30pm - Trading Online Voucher Information Webinar

[Spotlight Event] This innovative scheme helps small businesses to develop their online presence by offering vouchers, valued at up to €2,500, towards e-commerce website development or digital marketing strategy. This interactive online information session will cover various topics, including developing a website, digital marketing, social media for business and search engine optimisation. The information provided is impartial and will help you decide what trading online options are right for your business.

Open to all & organised by Local Enterprise Office Fingal. Price: FREE. Find booking link here

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