

Local Enterprise Office



# Local Enterprise


## Week



2025

Making it  
Happen



 [localenterprise.ie/week](https://localenterprise.ie/week)



Riadas na hÉireann  
Government of Ireland

In partnership with

 Enterprise  
Ireland



Riadas Áitiúil Éireann  
Local Government Ireland

# Local Enterprise

# Week



Local Enterprise Week is organised every year by the Local Enterprise Offices across the country. Taking place from Monday 3rd to Friday 7th March, each Local Enterprise Office has their own programme of events. Check out the full line-up in this brochure.

Whether you've got a great idea for a business or you're a seasoned entrepreneur, there is something for you at Local Enterprise Week, from sustainability and digitalisation to funding and mentoring.

We invite you to use Local Enterprise Week to make time for you and your business or that great business idea you want to finally make happen!

Be informed and inspired by a great line-up of speakers and topics throughout the week. Discover the supports and programmes available to help your business to thrive. Book your place today at [LocalEnterprise.ie/Week](https://LocalEnterprise.ie/Week)

2025





Monday

3rd March

10.00 – 17.00

Open to all  
Price: FREE

LEO  
Training  
Room

[Book here](#)

### One to One Finance Health Check Clinic

Book your one-on-one slot with an industry expert who will work with you on an individual basis and give business advice on your business queries such as cashflow, when to hire an expert, credit control, costing and pricing etc.

\*Booking is essential, and appointment times will be confirmed by the Local Enterprise Office closer to the time.

10.00 – 13.00

Open to all  
Price: FREE

The Cube,  
Low  
Carbon  
Centre of  
Excellence,  
Portlaoise

R32 TP89

[Book here](#)

### Future-proof your Business: Creating a Sustainability Action Plan Workshop

Whether you are an SME or large company, this free in-person workshop will provide you with practical steps and advice to develop a sustainability action plan for your business. This action plan will cover the critical items that leaders need to address in their organisations, and will also look at Environment, Social and Governance objectives.

The workshop will cover topics including:

- Practical steps to begin your sustainability journey, including stakeholder engagement, reducing energy consumption and waste in operations, understanding and reducing carbon footprints, and tools and methods for measuring and reporting ESG performance.
- Understanding the importance of ESG and sustainability for your business.
- Emerging trends, regulations, and market demands related to sustainability.
- Identifying opportunities for the future-proofing and resilience of your business.
- Key sustainability challenges and benefits for businesses.
- Developing a comprehensive action plan to embed sustainability and ESG principles into your business operations and decision-making.

**Places are limited and booking is required to confirm your place.**

Find out more at



localenterprise.ie/week



Tuesday

4th March

10.00 – 17.00

### One to One Export Clinic

Open to all  
Price: FREE

Book your one-on-one slot with a business advisor, who will work with you on an individual basis and give advice on your queries relating to export development, and expansion into new international markets.

Booking link  
to follow.

\*Booking is essential, and appointment times will be confirmed by the Local Enterprise Office closer to the time.

17.30 – 19.00

### Success Equals Discipline with Pádraic Ó Máille

Open to all  
Price: FREE

Six Simple Disciplines to Grow your business, Profits and Free Time.

The Barrow  
Suite,  
Midlands  
Park Hotel,  
Portlaoise

Padraic is one of Ireland's leading speakers and writers on business and motivational issues. His speeches are motivational, stimulating and inspirational. He has written a number of books and has inspired thousands of people to stop procrastinating and take action. A B. Comm graduate from UCG, he is a qualified and skilled group facilitator who can harness the power within groups and activate performance within members.

[Book here](#)

Find out more at



localenterprise.ie/week



Wednesday

5th March

<p>10.00 – 17.00</p> <p>Open to all Price: FREE</p> <p>Online</p> <p><a href="#">Book here</a></p>	<p><b>Digital Marketing One-to-One Mentoring Clinic</b></p> <p>One to One mentoring clinic with Digital marketing specialist to discuss how to market your business with marketing mentor Clare Jordan. Book your place and learn how to use social media and digital marketing effectively for your business.</p> <p>*Booking is essential, and appointment times will be confirmed by the Local Enterprise Office closer to the time.</p>
<p>10.00 – 13.00</p> <p>Open to all Price: FREE</p> <p>Online</p> <p><a href="#">Book here</a></p>	<p><b>AI Tools for business you will actually use!</b></p> <p>Join us for an informative 3-hour webinar workshop on using AI Tools for Business. We will explore and demystify the latest cutting-edge applications of Artificial Intelligence (AI) and delve into the practical ways it can increase productivity, save you time, and promote your company. This introduction workshop will equip you with the knowledge and practical examples needed to leverage AI tools effectively and drive meaningful business outcomes.</p> <p><b>Contents:</b> A review of the latest AI tools like; Chat GPT, Gemini, Quilbot, Runway, Descript, Capcut and the new Canva AI tools, Understanding this new tech and how to incorporate it into your business, explained using simple and comprehensible language, How to use these tools to generate social media, website and blog content, How to use these tools for business processes and customer services, How to generate and edit video, photo and audio content using AI. Many practical step by step demonstrations included. Each participant receives reference notes in PDF format with many hyperlinks for further learning</p> <p><b>Format:</b> Zoom with further details to follow closer to the time. You can use your computer to participate, or a smartphone or tablet, these devices have a built-in webcam.</p>
<p>12.30 – 14.00</p> <p>Open to all Price: FREE</p> <p>Laois County Council, Chamber</p> <p><a href="#">Book here</a></p>	<p><b>Let's talk about finance! Lunch and Learn</b></p> <p>This talk focuses on the range of Financial and other supports available to micro enterprises, eligibility criteria and how to apply for funding. This is an opportunity to talk to a number of agencies – Local Enterprise Office Laois, Laois Partnership, Department of Social Protection, MicroFinance Ireland etc. A light lunch will be served at the end of the presentation. Staff members from each of the organisations will be available to meet with you on an individual basis after lunch. This workshop is ideal for start-ups &amp; established small and large businesses to find out about all the small business grants that are available.</p>

Find out more at



localenterprise.ie/week



Wednesday

5th March

14.00 – 17.00

Open to all  
Price: FREE

The Cube,  
Low  
Carbon  
Centre of  
Excellence,  
Portlaoise

R32 TP89

[Book here](#)

### **Unlock your green potential: Communicating your business' green and sustainability credentials**

Learn how to effectively communicate your business's sustainability efforts and practices to attract more customers - If you're interested in learning more about communicating your business' green and sustainability credentials, then this workshop is for you!

Topics that will be covered during this workshop include...

The importance of green and sustainability credentials for your customers and stakeholders.

- Promoting the benefits of green suppliers to your customer base.
- Differentiating your business through clear, impactful communications.
- Tailoring your message to resonate with different customer segments.
- Effectively communicating certifications and green credentials.
- Gaining press coverage for sustainability initiatives.
- Marketing through various channels, including digital platforms

**Find out more at**



localenterprise.ie/week





Thursday

6th March

<p>10.00 – 17.00</p> <p>Open to all Price: FREE</p> <p>Online</p> <p><a href="#">Book here</a></p>	<p><b>Business Advice – One to One Mentoring Clinic</b></p> <p>A one-to-one clinic for those who are thinking about starting out in business or those who have an existing business and are at a stage where they need some direction and advice. This free clinic gives you the opportunity to discuss your idea/ business confidentially with a business advisor and seek further information on LEO supports and services.</p> <p>*Booking is essential, and appointment times will be confirmed by the Local Enterprise Office closer to the time.</p>
<p>12.30 – 13.30</p> <p>Open to all Price: FREE</p> <p>Laois Chamber Alliance, Lyster Square, Portlaoise</p> <p>Booking details tbc.</p>	<p><b>Laois Chamber Lunch and Learn</b></p> <p>Lunch and Learn networking event with AOK Mentoring 6<sup>th</sup> March 12:30pm to 1:30pm, Laois Chamber Alliance Office. Alison specialises in modern-day communications, she delivers innovative, creative, and most importantly, measurable strategies for businesses looking to boost sales, through the use of digital marketing plans and public speaking training. At this lunch and learn event Alison will provide a public speaking training workshop and she will take you through simple but effective social media tricks and hacks that have worked for her clients and you could use in your business.</p>
<p>10.00 – 13.00</p> <p>Open to all Price: FREE</p> <p>Location TBC</p> <p><a href="#">Book here</a></p>	<p><b>Start Your Own Food Business</b></p> <p>The aim of this programme is to provide participants with knowledge and understanding of necessary steps to start a food manufacturing business or wider food businesses like food trucks and foodservice operations.</p> <p>This training course is aimed at those interested in starting a local artisan food business in Laois and will be delivered by James Burke, a leading advisor in the food sector.</p> <ul style="list-style-type: none"><li>• Understanding local food culture</li><li>• Food in tourism</li><li>• Where to sell your product</li><li>• Exploring the basic tools to get started</li><li>• The right product</li><li>• Basic legal requirements</li></ul>

Find out more at



localenterprise.ie/week



Thursday

6th March

10.00 – 17.00

Open to all  
Price: FREE

LEO  
Training  
Room,  
County Hall

[Book here](#)

## LinkedIn for Business & New Customer Acquisition

At the end of the session, participants will:

- Have a LinkedIn profile and know how to use it for customer acquisition and business networking
- Understand why a profile is the foundation of a great LinkedIn account and how it interacts with a company page
- Be able to set up & manage a company page

### Course Content

- An introduction to LinkedIn, what it is and who is using it
- Setting up a profile – writing an effective headline and summary (about us section)
- LinkedIn etiquette – understanding what is expected of a user
- Top 5 tips for succeeding on LinkedIn
- Introduction to key features and tools
- Hashtags – what they are, creating a hashtag and how to use them effectively on LinkedIn
- Following vs. connecting
- Personalising their public profile
- Advanced features like Creator Mode, Newsletters and adding links to posts.
- Company pages: creating a company page and building a robust network
- An introduction to LinkedIn Advertising
- Case studies – relevant case studies showcasing businesses that have experienced real results using the tools available on LinkedIn
- Q & A Throughout

Find out more at



[localenterprise.ie/week](https://localenterprise.ie/week)





Friday

7th March

11.30 – 13.00

Open to all  
Price: FREE

Portlaoise  
Enterprise  
Centre,  
Clonminam  
Industrial  
Estate

[Book here](#)

### Digital Workshop with John O'Shanahan

Join us for an informative workshop featuring John O'Shanahan from LeanBPI, an SME digital consultant with over three decades of business experience, including five years dedicated to digitalising small businesses. John is a senior business consultant with over a decade of experience in Lean and digitalization, guiding micro and SME businesses to cut costs and boost growth. Building on 27 years of global experience, he merges Lean principles with emerging digital technologies at every stage of the digital journey, from basic tools to advanced automation and AI. John holds an MSc in Strategic Quality Management, Lean and Six Sigma Black Belts, and a Certificate in Emerging Digital Technologies.

12.00 – 14.00

Open to all  
Price: €20

The  
Heritage  
Hotel,  
Killenard,  
Co. Laois

[Book here](#)

### Celebrating International Women's Day – Women in Business Network Launch

Join Local Enterprise Office Laois for a Women in Business Network lunch in the Heritage Hotel in Killenard to celebrate International Womens Day. Guest speaker is Laura Dowling aka The Fabulous Pharmacist. Laura is a qualified pharmacist and scientist, having graduated in 2002. She won Pharmacist of the Year in 2022. Laura is passionate about sharing her knowledge of all things health related in an accessible, relatable manner via her social media under the alias @fabulouspharmacist. Laura has 21 years experience in community pharmacy and aims to give her over 200k social media followers the tools to live a balanced, healthy lifestyle without resorting to short term crazes or fads.

Lunch will be provided. Open to Women in Business in Laois.

Find out more at



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