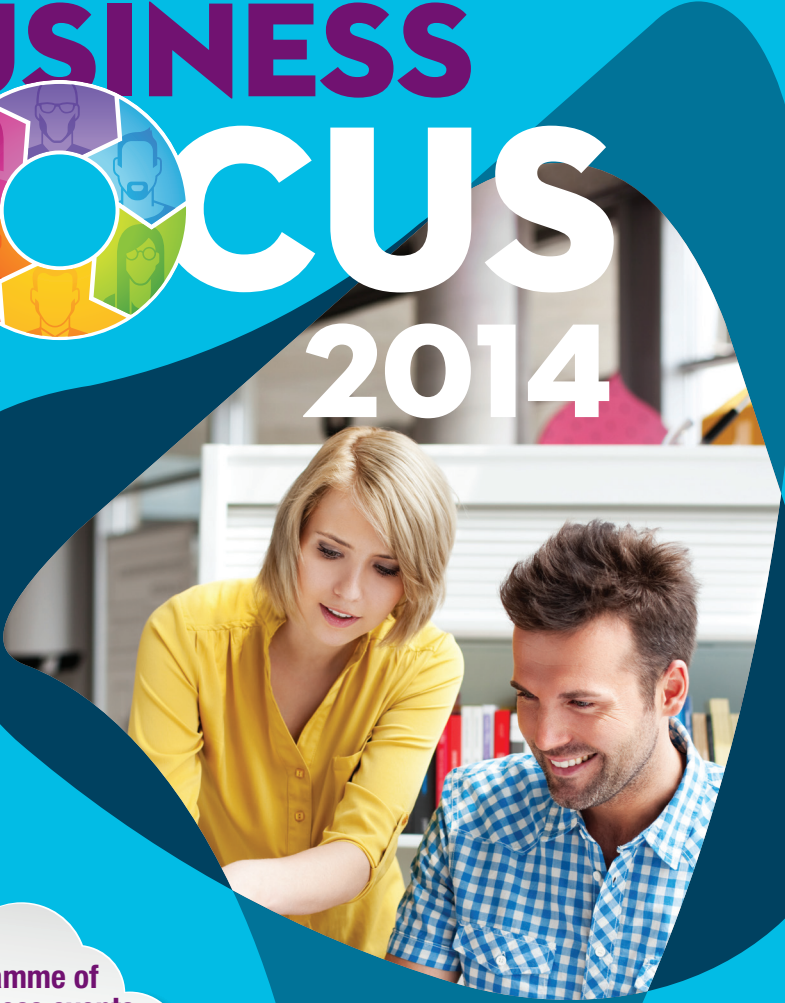


18 MARCH – 29 MARCH

**BUSINESS**

**FOCUS**

**2014**



A programme of  
**FREE** business events  
brought to you by  
South Dublin Libraries

[www.southdublinlibraries.ie](http://www.southdublinlibraries.ie)

# BUSINESS FOCUS 2014

Welcome to Business Focus 2014 - South Dublin Libraries' annual events programme aimed at the local business community. This year we have an even wider variety of talks, seminars and workshops to help you and your business succeed no matter what stage you are at. Look out for stimulating sessions covering social media, startup, presentation skills, finance and exporting. We are also proud to have Susan Hayes Culleton, the Positive Economist and MD at Hayes Culleton with us to talk about how you can take control of your finances and turn your business around in 10 steps. Remember, all our events are free of charge.

## BOOKING INFORMATION

To book a place on any of our events, please visit [www.businessfocus2014.eventbrite.ie](http://www.businessfocus2014.eventbrite.ie) and select the events you want to attend. You will need an email address to use this facility.

Alternatively, you can contact the library at which the event is happening directly.

**Ballyroan Library, Orchardstown Avenue, Rathfarnham.**

T: 01 494 1900 E: [ballyroan@sdublincoco.ie](mailto:ballyroan@sdublincoco.ie)

**Castletymon Library, Tymon Road North, Tallaght.**

T: 01 452 4888 E: [castletymon@sdublincoco.ie](mailto:castletymon@sdublincoco.ie)

**Clondalkin Library, Monastery Road, Clondalkin.**

T: 01 459 3315 E: [clondalkin@sdublincoco.ie](mailto:clondalkin@sdublincoco.ie)

**County Library, Tallaght, Library Square, Tallaght.**

T: 01 462 0073 E: [talib@sdublincoco.ie](mailto:talib@sdublincoco.ie)

**Lucan Library, Newcastle Road, Lucan.**

T: 01 621 6422 E: [lucan@sdublincoco.ie](mailto:lucan@sdublincoco.ie)

Please visit [www.southdublinlibraries.ie](http://www.southdublinlibraries.ie) for information on directions to each venue.

# TUESDAY 18<sup>TH</sup> MARCH

**Castletymon Library**

**10.00am - 11.30am**

**WOW! Introduce Yourself in 3 minutes** a talk by Alec Taylor

Alec Taylor will introduce and explain his 'MD' Tool for structuring a presentation. The focus of this workshop is on how to prepare a clear, structured presentation, use visual aids, speak and gesture with confidence and present a concise and convincing message.

**Lucan Library**

**6.30pm - 8.00pm**

**Local Business Panel**

This is an opportunity to hear from local entrepreneurs about how they've set up their business and how they're surviving through the recession. There will be a question and answer session afterwards. The panel is chaired by Loman O'Byrne from South Dublin County Enterprise Board and includes businesses such as book retail, specialty food, IT and language school.

**County Library, Tallaght**

**7.00pm - 9.00pm**

**A Vision For Your Business** a talk by Bernard Concannon

When times are tough and things are changing rapidly it's more important than ever that your business integrates vision with purpose and agility. Come along and discover ways to equip yourself with the whys, the whats and some of the very latest hows of building and growing a 21st century business through people, process and technology.

**Ballyroan Library**

**7.00pm - 9.00pm**

**Starting Out Seminar** by the South Dublin County Enterprise Board

For those who are thinking of starting their own business, the seminar will briefly cover the following areas:

- Market research
- Business structure
- Legal/statutory obligations
- The Business plan
- Financial planning
- Supports available - What's out there?

**Can't make this? See Wednesday 19th at Lucan Library.**

# WEDNESDAY 19<sup>TH</sup> MARCH

**County Library, Tallaght**

**10.00am - 12.00pm**

**Crowdfunding** a talk by Andrea Carroll,  
Sustainable Business Executive, South Dublin Chamber

Have you heard about Kickstarter, FundIt or maybe just the idea of Crowdfunding, but have no idea how it applies to your business? Come along to this informative presentation to find out more about crowdfunding options for businesses, non-profits and individual projects. It could be the beginning of something amazing.

**See sister event on Friday 21st at County Library, Tallaght**

**Ballyroan Library**

**6.00pm - 8.00pm**

## **Sources of Finance** a talk by Chris Lascor, The Interface Financial Group

Access to finance is essential for the survival and growth of small businesses.

Despite the sharp reduction of credit availability, businesses in Ireland are still today more reliant on commercial banks than almost all other European countries.

Fortunately, Irish businesses can now avail of various options to cover their day to day needs and/or expansion. We discuss what is available beyond loans and overdrafts, explore funding alternatives, and highlight their pros and cons.

**Lucan Library**

**6.30pm - 8.00pm**

## **Start Your Own Business** by Johnny Kinsella

If you would like to know how you can start, develop and grow a long-term sustainable business come along and hear from somebody who's been there.

### **Areas covered:**

1. The most important ingredient needed to successfully start and maintain a long-term sustainable business.
2. The reasons why many start-up businesses fail and why only a few succeed.
3. The important, boring, mundane details that will make your business a success.

Johnny Kinsella is an entrepreneur and business founder with 25 years experience in general management and marketing.

**Can't make this? See Tuesday 18th at Ballyroan Library**

**County Library, Tallaght**

**7.00pm - 9.00pm**

## **Making Money From Your Craft** a talk by Emer Ferran, Enterprise Programme Development Manager, Craft Council of Ireland

Emer will give practical advice and information to anyone interested in entering the craft industry.

**Clondalkin Library**

**7.00pm - 9.00pm**

## **Search & Attraction Marketing - Social Media & SEO** by Jurgita

Join us for this short but fast paced 2 hour seminar on Search & Attraction Marketing. Jurgita will show you some simple ways of how to optimise your online marketing for your business, including how to plan your website, how to research keywords and bring more visitors to your site and some valuable tips on using social media for business.

# **THURSDAY 20<sup>TH</sup> MARCH**

**County Library, Tallaght**

**10.00am - 11.30pm**

## **Ten Steps to Take Control of Your Finances**

by Susan Hayes Culleton – the Positive Economist and MD at Hayes Culleton



As Ireland begins to feel the beginning of a delicate, although tangible, upturn, it's time for businesses to take on a different approach. In this hour-long presentation, Susan Hayes Culleton presents her top ten tips to take control of your finances so that you may be poised and ready to find and take the opportunities to come. She will focus entirely on the things that you can do and are totally within your control so that you are assured to return to your business armed with practical and implementable

strategies relating to sales, cashflow and profit.

[www.thepositiveeconomist.com](http://www.thepositiveeconomist.com)

**Lucan Library**

**12.00pm - 2.00pm**

## **Preparing a Business Plan** by John Lysaght

Some business owners say they don't plan, but they're actually planning in their heads. This is OK if your business is very simple, cash flow is not a problem and you don't need to communicate with partners, lenders or investors. Otherwise, you need to write out your plan.

Planning is not difficult, but there are many ways to do it better. Come along and brush up your skills at Lucan Library.

**Clondalkin Library**

**7.15pm - 8.30pm**

## **Lean Business Management Through Project Management Techniques** by Brian Cleere, CUROconsultants

This will be a simple and non technical presentation about how a business manager can introduce efficiencies and gain more control over their business. It is geared towards businesses employing typically 5-50 staff but is relevant to start-ups also.

Brian is a chartered engineer and certified project manager with 20 years experience in business.

# **FRIDAY 21<sup>ST</sup> MARCH**

**County Library, Tallaght**

**10.00am - 12.00pm**

## **Crowdfunding - a practical session** by Andrea Carroll, Sustainable Business Executive, South Dublin Chamber

So you think you know what Crowdfunding is but don't know how to start? If you have an idea for a project or business and would like to discover a bit more about alternative funding sources, come along to this practical session to find out more. This could be the beginning of something amazing. Open to businesses, non-profits and individual projects.

See sister event on Wednesday 19th at County Library, Tallaght.

# **SATURDAY 22<sup>ND</sup> MARCH**

**County Library, Tallaght**

**10.00am - 11.00am**

## **A Guide to Irish SMEs for Going into the Export Market** a Talk by Paul Cleary

Paul will cover the following topics -

- Why export?
- How to go about it
- Where to sell?
- Route to market
- What are the risks and how to mitigate them?
- Casebook example of an Irish exporter
- Q&A

## MONDAY 24<sup>TH</sup> MARCH

County Library, Tallaght

10.00am - 12.00pm

### LinkedIn - a practical workshop by Susan Coffey

LinkedIn is a social networking website for professionals; it is the world's largest professional network with over 250 million users.

In this practical hands-on workshop you will discover tactics and strategies to help you build your business or personal brand on LinkedIn, giving you the know-how to market yourself, increase your visibility and reputation and, most importantly, develop new business.

Can't make this? See Tuesday 25th at Ballyroan Library.

## TUESDAY 25<sup>TH</sup> MARCH

County Library, Tallaght

10.00am - 12.00pm

### Excel for Business - a practical session by Roberta Stapleton, eDuce

Roberta Stapleton, owner of bespoke software company eDuce Limited, will be teaching you the finer points of getting to grips with Excel for your business.

Ballyroan Library

6.00pm - 8.30pm

### LinkedIn Hands-On workshop with Jurgita

Join us for this fast-paced 2.5 hour workshop on LinkedIn - a social networking website for professionals. We will guide you through the stages of full profile optimization.

At the end of the workshop you will know LinkedIn basics and features, you will have a 100% complete and optimized profile and will know how to give and get endorsements and recommendations.

Please have your CV and your photo ready for this workshop (we would recommend to send them to your email, so you can open and use them during the workshop when required).

Can't make this? See Monday 24th at County Library, Tallaght.

County Library, Tallaght

7.00pm - 8.30pm

### The 7 Deadly Sins of Slide Design a talk by Dermot Greene

There are two ways to make an impact on your audience with presentation slides. You can wow them with amazing design or you can bore them with dull, text-heavy slides. This session is about showing you the seven biggest mistakes people make with their presentation slides and how to solve them.

Dermot Greene is a professional speaker with a passion for visual design. For the past 3 years he has spoken at workshops and conferences across Ireland and Europe about Presentation Design.

This talk is repeated in Ballyroan Library on Saturday 29th March.

**Lucan Library**

**7.00pm - 8.00pm**

**What is a Co-Operative** a talk by Siobhán Mehigan.

Co-Operative Development Executive of the Irish Co-Operative Organisation Society (ICOS)

The ICOS is a co-operative umbrella organisation that serves and promotes commercial co-operative businesses and enterprise, across multiple sections of the Irish economy. A co-operative is an enterprise which is owned and controlled by its user members and operates for the benefit of its user members. Find out more about how co-operatives work with this interesting and informative talk.

## WEDNESDAY 26<sup>TH</sup> MARCH

**County Library, Tallaght**

**10.00am - 12.00pm**

**Books to Balance Sheet - a Micro Entrepreneur's Guide**

by Cosmo Mellon of Talentpool

This session introduces you to basic bookkeeping ideas and brings you along the journey of a purchase invoice through a bookkeeping system and arriving at a year end account or balance sheet. The session is informal and does not require any numeracy or accounts knowledge. It is designed to serve as a basic primer for micro-entrepreneurs who want to understand what their accountants are talking about.

**Clondalkin Library**

**7.00pm - 9.00pm**

**Best Apps for Business** a talk by Bernard Concannon

If you want to know how you can benefit from practical and common sense use of readily available technology then this session is for you. It's definitely not for computer geeks. Instead we'll take a common sense look at the latest software applications available to and usable by everyone. Don't stay lost in a cloud of jargon. Bernard has been supporting businesses in practical ways using technology for over thirty years and you will be pleasantly surprised at just how useful and easy it can all be.

## SATURDAY 29<sup>TH</sup> MARCH

**Lucan Library**

**10.00am - 12.00pm**

**Sustainable Energy Finance** a talk by Una Ruddock

This session is an introduction to sustainability in the context of increasingly severe weather events, to energy efficiency and to finance in terms of the policy drivers. A brief presentation on each aspect will be followed by small group discussion and question and answer session. Topics will include enterprise opportunities in the green economy.

**Ballyroan Library**

**2.00pm - 3.30pm**

**The 7 Deadly Sins of Slide Design** a talk by Dermot Greene

See Tuesday, 25th March, County Library, Tallaght for description

South Dublin Libraries would like to thank the following:



Alec Taylor



Cosmo Mellon

CUROconsultants

Brian Cleere



Roberta Stapleton



Jurgita Glodenyte



Susan Hayes



Susan Coffey



Andrea Carroll



South Dublin County Enterprise Board



Dermot Greene



Johnny Kinsella



Emer Ferran



Chris Lascor

**And also:**

Bernard Concannon

John Lysaght

Paul Cleary

Siobhán Mehigan

Una Roddock

Special thanks for the development of this programme goes to  
Jim Nolan of the IENetwork - [www.ienetwork.ie](http://www.ienetwork.ie)

... Membership is Free

Join online at [www.southdublinlibraries.ie](http://www.southdublinlibraries.ie)

or in the Library ask staff for details



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