



CONFERENCE, AWARDS & LUNCH

GROWING THE PRIVATE SECTOR:
Northern Ireland as an Enterprise Zone?

Wednesday 17th November 2010, 9.30am - 2.00pm, Belfast Waterfront Hall

Principal Sponsors

 **Ulster Bank**
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Programme

9.30am	Registration, Tea/Coffee, Networking & Exhibition
10.00am	Welcome & Housekeeping
10.05am	Senior Government Official - Growing the Private Sector in Northern Ireland
10.20am	Martin Hamilton, Co-owner & Director, Mash Direct
10.30am	Mairead White MBE, Director, Cnocnafeola Centre
10.40am	Emma Jones, Founder, Enterprise Nation & Bestselling Author
11.05am	Q&A with Emma Jones
11.10am	Coffee Break, Networking & Exhibition
11.35am	Welcome Back and a Word from Our Sponsors
11.45am	Senior Government Representative - Northern Ireland as an Enterprise Zone?
12.00pm	Local Enterprise Agencies - At the Heart of Community and Economic Development
12.15pm	Enterprise Northern Ireland - Celebration of 10 Years
12.25pm	Awards Presentation
12.55pm	Closing Remarks
1.00pm	Lunch
2.00pm	Event Close
2.30pm	Enterprise Northern Ireland AGM in the Studio Theatre

Who Should Attend?

- Local Enterprise Agency Staff & Directors
- Economic Development Practitioners
- Economic Development Stakeholders & Business Support Organisations
- Small Business Owners & Managers
- Business Advisers & Consultants
- Cross border business trade organisations

Why Attend?

- Hear first-hand from Government officials on the current & future business climate in Northern Ireland
- Develop perspectives on how to grow a business in challenging times
- Make new contacts and network
- Learn from the experiences of local businesses
- Gain insights and enthusiasm from keynote speakers

SPEAKERS



Emma Jones, Founder, Enterprise Nation & Bestselling Author *Building an Enterprising Nation*

Emma Jones started her first business at the age of 27 from her spare room in Manchester and successfully sold it 18 months later. This experience provided the inspiration for Emma's next venture, Enterprise Nation, which launched in January 2006. Enterprise Nation has become the most popular resource in the UK for anyone starting and growing a business from home, attracting over 100,000 unique web visitors each month. In September 2010 Enterprise Nation launched a new venture; Brightword Publishing, focused on producing books, kits and digital products for anyone starting and growing a small business. The company releases

a book in November 'Go Global - how to take your business to the world' followed by a Start-up kit in December that will retail in high street stores. Emma is a member of the Small Business Consumer Panel that advises Government on delivery of small business support, and a Board member of the National Federation of Enterprise Agencies. She is also the bestselling author of 'Spare Room Start Up' and 'Working 5 to 9'. Emma will share practical advice on how to start up a business along with her experience and expertise in supporting thousands of SMEs and micro-businesses.



Martin Hamilton, Co-owner & Director, Mash Direct *From Field to Fork in 24 Hours*

Martin Hamilton and his wife Tracy have turned their traditional County Down farm into one of Northern Ireland's most celebrated and innovative food processors. They are a recent winner of the UTV Business Eye Company of the Year Award and their list of visitors is impressive, including members of the Royal Family, the Prime Minister and Jamie Oliver. At the beginning it was just a dream but from a basic start up in 2003 they brought their first product to market in 2004. Since then they developed the market through independent retail stores, followed by progression into all the major supermarkets. Mash Direct is now available as far away as Sweden

and the USA and as nearby as your nearest shop. Martin Hamilton will share the Mash Direct journey, a story which has featured Enterprise Northern Ireland, and the lessons he has learned along the way.



Mairead White MBE, Director, Cnocnafeola Centre *A Social Economy Business in the Heart of the Mournes*

Mairead White MBE is Director of the Cnocnafeola Centre – Mourne Hostel, in Atticall village in the heart of the Mourne Mountains. A retired teacher, Mairead was awarded an MBE in 1999 for community services. The Cnocnafeola Centre is a terrific example of a successful social enterprise. The centre picked up the 2010 Northern Ireland Tourist Board Award for best non-serviced accommodation. Cnocnafeola Centre, which provides budget accommodation for individuals, families, groups, hill walkers and outdoor enthusiasts, currently employs five part-time staff. Mairead will explain how the Social Entrepreneurship Programme helped to put Cnocnafeola firmly on the tourist map in Northern Ireland.



Book your ticket now at www.podiem.com/eni

For further information, or if you have a query, please call the event organising team at Podiem on 028 9076 1030/1822 or email eni@podiem.com.



Registration

Places at the event are £50+VAT and will include a signed copy of Emma Jones' latest book 'Working 5 to 9: How to Start a Successful Business in Your Spare Time'.

To register & pay by credit card or request an invoice please go to: www.podiem.com/eni

Alternatively, complete the form below and return it, with a cheque for the correct amount, to Podiem, Lismachan Courtyard, 378a Belmont Road, Belfast BT4 2NF.

I would like to reserve ___ place(s) at a cost of £50 + VAT per delegate.

Personal Details

Title	First Name	Last Name
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Payment

Cheques should be made payable to Podiem Ltd.

Please tick here if you are not submitting payment with your booking form and require an invoice to be sent to you

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