

Through the door

Practical lessons to increase new and repeat customers in your business

A **FREE networking and masterclass event** for owners and managers in the hospitality, leisure, travel and tourism industry.

Tuesday 5 October 2010
11.00am—1.00pm
Tullylagan Country House Hotel,
Cookstown



Guest Speakers
Nikki McQuillan
Co-Founder of The Street
Café Franchise
&
Hugh Daly
Serial Entrepreneur

people1st



Department for
**Employment
and Learning**
www.delni.gov.uk

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In our sectors, success is built on customers taking that step to come **through the door**. In your business, that still means real people experiencing your product and service. Their response can be your best (or worst) marketing campaign.

Customers are our lifeblood and in the current climate every business needs to keep their existing customer base as well as attracting new ones. The bottom line is – your product has to be good and, if anything, your people have to be better!

This **FREE** event series provides you with an opportunity to gain an insight into the experiences of local business owners who have clearly got that message. Their knowledge, stories and experiences will prove both inspirational and invaluable!

Programme

11.00am Registration
Business Support Exhibition
Networking

11.20am Welcome & Speakers

12.30pm Lunch
Business Support Exhibition
Networking

1.00pm Close

Registration

Places at this event are **FREE**.

To register please contact Catherine Mawdesley by email at catherine.mawdesley@people1st.co.uk stating 'Through The Door Sperrins' as well as your name and organisation.
Alternatively, call Catherine on **028 9044 7736**.

Guest Speakers



Nikki McQuillan, Co-Founder, The Streat Café Franchise

In 1999 Nikki and her husband Michael opened their first Streat Café in Belfast. Their vision was to develop the Streat as the best known and most successful café concept to come out of Ireland. They set out to achieve this by focusing on some core business disciplines, namely the importance of customer, brand and excellent people. Ten years on, the Streat is one of Ireland's best known café brands and has recently been acquired by the Henderson Group. Nikki will share her thoughts on her 5 business success factors – Customers are King, Focus on Costs, Train Train Train, People Focus and Work Life Balance.

Hugh Daly, Serial Entrepreneur

Suffering from dyslexia and with one GCSE to his name, Hugh left school at 16. By the age of 35 he had bought and sold successful businesses in the fitness and food industries and had an ever-increasing property portfolio in the UK and throughout Europe. An entrepreneurial journey that began at the age of 6 when his father gave him a pig, Hugh has witnessed the highs and lows that come with business and management. Humble yet hilarious Hugh Daly is passionate about business and what it takes for individuals and organisations to succeed.



Exhibition

In addition to ideas and inspiration gained from the speakers and new business contacts from networking, you will also have the opportunity to ask the key question, "What can you do for my business?", to a number of business support organisations. Experts will be on hand to advise you on opportunities, funding and programmes that will benefit you, to include Innovation Vouchers, Management & Leadership Development Support, Apprenticeships and Customer Service Training.



Exhibitors will include:

- **People 1st – Sector Skills Council for Hospitality, Leisure, Travel and Tourism**
- **Department for Employment and Learning**
- **Northern Ireland Tourist Board**
- **South West College**

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This event is being organised by People 1st with funding support from the Department for Employment and Learning as part of the Future Skills Action Plan for Hospitality and Tourism and is also in partnership with Sperrins Tourism Ltd.



The Sector Skills Council for Hospitality, Leisure, Travel and Tourism

People 1st recognises the need to support local businesses as they grow in an increasingly competitive and global marketplace. We are committed to raising industry ambition and investment in skills, working with you to meet the challenges ahead and place Northern Ireland as a leading tourist destination. Visit www.people1st.co.uk and www.uksp.co.uk - a dedicated portal for jobs, careers and skills.