

Mid Ulster Enterprise Week

16 - 20 Nov 2020

Survival, Recovery, Resilience

#GEW2020
#MidUlsterDC



MON 16th November

Introducing Your Company Quickly and Compellingly

10.00am - 11.00am

Una McSorley, Marcomm Training

You've just bumped into a former client in the lift. He asks you what your new company does. You open your mouth, try to organize your thoughts when the lift stops and he's on his way. Missed opportunity and one where it would have helped to have had an "elevator pitch."

But how do you craft a pitch that generates interest in your product or service in just 30 seconds or less? This webinar takes you through writing an elevator pitch and what it should include.

EU Exit | Chemicals Regimes REACH / CLP / PIC

2.00pm - 3.00pm

Speakers from HSE(GB) & DEFRA

Learn what your business needs to know about impending changes to labelling, packaging and chemical regulations which will apply from 1st January 2021. This event will focus on the chemical regimes of Registration Evaluation Authorisation and restriction of Chemicals (REACH); Classification Labelling and Packaging (CLP); and Prior Informed Consent (PIC)

Find out about the required procedures to be followed in relation to labelling and packaging of chemical products moving between GB and the NI(EU) and the export and import of designated hazardous chemicals and how this will work after the transition period.

Reinventing Retail in a Covid World

7.00pm - 8.00pm

Graham Soult, Canny Insights

Join Graham Soult, respected retail commentator and High Streets Task Force Expert as he focuses on practical hints and tips to navigate the Covid-19 situation, and trade as successfully as possible now and into the future. Learn how to effectively respond to trends and challenges affecting the high street during and post Covid-19, gaining expert advice on marketing messages, customer service and future proofing your store.

TUES 17th November

A Recipe for Recovery : Tourism and Hospitality

10.00am - 11.30am

Michael Deane, DEANES Restaurants

This webinar is especially suited to the hospitality and tourism sector. Michael Deane will share how he adapted his businesses during the Covid-19 pandemic and will outline his plans for moving forward. Michael is one of the most recognisable faces of Ireland's hospitality industry. As proprietor of seven diverse restaurants in Belfast, he shares the credit for transforming the city's food culture. Join this webinar for useful insights and suggestions on how to become resilient and get your business on the road to recovery.

The MEGA Impact - One Year On

1.00pm - 2.00pm

Panel Discussion with Manufacturing / Engineering Leaders from Mid Ulster

Come and hear about the significant progress and developments made by the Manufacturing and Engineering Growth Advancement (MEGA) network over the last 12 months. This includes the decisive positive impact made during this challenging period within the local manufacturing and engineering sector. Local celebrity Malachi Cush will comper proceedings with a live Q&A speaking to an expert panel including guest speaker Pat O'Neill - founding member of Powerscreen.

Confessions of a Start-up Business Owner

7.15pm - 8.15pm

Host: Cate Conway, Local Radio Personality

The Go For It Programme will host the first in a series of 'Confessions of a Start-up Business Owner' to inspire potential entrepreneurs. This one hour virtual workshop will provide honest and inspirational insights from experienced entrepreneurs including a Mid Ulster new start, Laura Irwin, Noble Spaces. Hear them talk candidly about their strategies and mistakes along their journey to success.

All events are online webinars and FREE to attend - register at:

midulstercouncil.org/enterpriseweek

* All information is correct at time of publication. Please confirm details online when registering.

WED 18th November

It's a Zoo Around Here: A Guide to Better Communication in the Workplace

10.00am - 11.00am

Una McSorley, Marcomm Training

This humorous presentation is perfect for leaders at all levels. Una McSorley will share her guide to better communication in the workplace. She will explain how to become a more effective communicator and ultimately a leader, by recognising the variety of communication styles used by the animals in your zoo and adapting your strategy accordingly.

LinkedIn to Win

1.30pm - 2.30pm

Louise Brogan, Social Bee

Learn how to maximise LinkedIn to build relationships and win new business. This webinar will provide insight on how to optimise your LinkedIn profile, understand types of content to share, and grow valuable networks. No more feeling lost, frustrated, or overwhelmed as you leave ready to use LinkedIn to WIN!

The 4 C's: Creating Content that Connects through Covid

7.00pm - 8.00pm

Gail Sheen & Clara Maybin, So Social Marketing

Gain an invaluable insight into creating meaningful online content that directly impacts and connects with your customers. This session will take into account the impact that Covid-19 has had on our customer relationships and how we can appropriately communicate with them during the pandemic.

If you attend any of our webinars your name will automatically go forward into a prize draw with the opportunity to win some great prizes. The more events you attend, the more opportunity you have of winning a prize!



THURS 19th November

Inspiring Entrepreneurs

10.00am - 11.00am

Q&A with Cormac Diamond (Bloc Blinds), Mairead Mackle (Tarasis Enterprises) and Shane McCrory (ElectriCast Ltd)

Register for 'Inspiring Entrepreneurs', a webinar featuring some of the best business leaders from across the Mid South West region of Northern Ireland. Hear how they charted a path for their businesses during lockdown, pivoting to meet new challenges and take advantage of emerging opportunities. This session will offer learnings for companies of all sizes and sectors, with growing relevance as the Covid-19 pandemic continues to impact businesses.

Leading Teams Through a Pandemic

12.00pm - 1.00pm

Julie Allen Consulting

Over the past 8 months everyone has experienced challenges both personally and professionally. As a business leader learn how you can create the conditions in the workplace to foster resilience, innovation, and growth. This 60 minute webinar will focus on what is required to keep teams energetic, enthusiastic and emotionally connected through the pandemic.

FRI 20th November

Business Funding and Support Event

11.00am - 12.15pm

Compere: Karen Patterson, TV and Radio Personality

Don't miss this fantastic opportunity to hear about the range of business support and funding available to businesses in these difficult times. Hear from Mid Ulster District Council, Invest NI, InterTrade Ireland and Mid Ulster Enterprise Agencies about their current support programmes. Cavanagh Kelly Accountants will also brief business owners on a variety of funding and support to help businesses navigate the pandemic. Not to be missed, this invaluable webinar will be hosted by well known and respected TV and radio personality Karen Patterson. Each participant will receive an e-booklet outlining the various support packages available.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

