

# Thinking of starting a business in the Mid Ulster District Council Area?

**GO**  
for it

Free business mentoring  
available in your area.

call **0800 0270639**  
visit **goforitni.com**



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.



# Mid Ulster Enterprise Week

Explore your enterprising potential!

**18-22 November 2019**

[midulstercouncil.org/enterpriseweek](http://midulstercouncil.org/enterpriseweek)



Register  
Online

#GEW2019  
#MidUlsterDC



## MEGA - enhancing Manufacturing & Engineering Growth & Advancement in Mid Ulster



MEGA Network aims to.....

- ◆ Attract Suitable Talent
- ◆ Inform Careers Education
- ◆ Inspire Young People into the Sector
- ◆ Provide Work Experience
- ◆ Influence Training Needs
- ◆ Create APPRENTICESHIPS
- ◆ Attract Women into Manufacturing & Engineering
- ◆ Reduce the Skills Gap



Supported by



For further details contact  
Project Director Maria Curran  
[maria.curran@midulstermega.com](mailto:maria.curran@midulstermega.com)  
Tel: **07776527855**

## MON 18th November

### Developing a Compelling Sales Pitch

**Greiner Packaging Ltd, Dungannon**

10.00am - 12.30pm

**Una McSorley,  
Marcomm Training**

This session will help you get your message, personality and credibility across clearly and consistently in every pitch. With practical demonstration as a guide, you will learn to prepare and structure an impactful pitch, learning effective use of visual aids, how to manage your body language and controlling nerves.

Dungannon

### Innovate Your Business Workshop

**InnoTech Centre, South West College,  
Dungannon**

11.00am - 1.00pm

This workshop is designed to aid the growth of businesses by helping them realise the value of their ideas. Through specialised innovation support, products can be developed, services improved, production become more efficient and new customers attracted. The InnoTech Centre, South West College can maximise the commercial potential of your innovations by offering advice, support, direction and funding.

Dungannon

### 'Getting to Yes' - Negotiation and Influencing Skills

**Heaney HomePlace, Bellaghy**

2.00pm - 4.30pm

**Camilla Long,  
Bespoke Communications**

Attend this fun, interactive workshop to discover the characteristics of successful negotiators. Make sure that you find your way to 'Yes' every time you step into a negotiation. Find how the power of language can influence your negotiation tactics and develop a structure that helps you to visualise and achieve the results you want.

Bellaghy

### Introduction to Good Employment Practice

**MJM Training, Ballygawley**

2.00pm - 4.00pm

**Patrick McAuley,  
Labour Relations Agency**

This informal seminar will provide a valuable introduction to the core elements of good employment practice and the contribution to organisational effectiveness and performance. It will also detail the services offered by the Labour Relations Agency and the ongoing support available to new and growing businesses.

Ballygawley

### Selling Your Business

**The Elk Complex, Toomebridge**

7.00pm - 9.30pm

**Sarah Travers,  
Bespoke Communications**

Attend this workshop with experienced TV presenter Sarah Travers to learn what it takes to pack a punch when you promote your business. You'll learn what hooks your audience in, and how to present yourself on camera. You'll walk away from this session with an elevator pitch ready for your next networking event, promotional video or sales pitch.

Toomebridge

## More Overleaf



Register  
Online



[midulstercouncil.org/enterpriseweek](http://midulstercouncil.org/enterpriseweek)

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

# £1.1m Suite of New Mid Ulster Business Programmes launching in 2020

**Gearing for Growth | Transform | Digital First  
Tender Ready | Social Enterprise**

Mid Ulster Businesses - don't miss out on these free programmes and other business funding, events, and support opportunities...  
**sign up** to receive regular updates from us at:  
[www.midulstercouncil.org/business](http://www.midulstercouncil.org/business)

For more information on the new business programmes contact  
t: 03000 132 132 and ask to speak to our economic development  
team or e: [business@midulstercouncil.org](mailto:business@midulstercouncil.org)





TUES19th November

Women in Business Panel

Brew Coffee Shop, Moy

9.30am - 11.30am

Come and join Women in Business for an informal panel discussion and networking event. Ask three female entrepreneurs, at various stages in business, questions relating to work/life balance, starting your own business or how to grow. Lesley McGrogan will also provide a short motivational insight into common problems in business facing women, and explain fully funded learning programmes available.

Business Bites @ Loughry

Food Innovation Centre, Loughry Campus, Cookstown

10.00am - 12.00pm

Are you a new or established food or drink producer? Come along for a coffee and talk to Loughry Campus staff, and Invest NI and see how to access key data about your product, its potential market and competitors, and hear about the specialist range of advice and guidance on offer.

Developing a Deeper Understanding of Mental Health in the Workplace

Emerson, Cookstown

9.00am - 11.00am

Dr Hugh Quigley

Mental health issues affect one in five people in Northern Ireland, costing the economy £790m per year. As more and more people experience mental health issues, this has an impact on employers and their duty of care. This workshop will help identify strategies and policies that could help and support your business in managing issues affecting mental health in the workforce.

New Business Showcase

Burnavon Theatre, Cookstown

3.00pm - 8.00pm

Thinking of starting your own business? This first ever Showcase will give budding entrepreneurs the chance to meet 20 new Mid Ulster businesses who will be there to showcase their products. Members of the public are welcome to come along to take advantage of special discounts offered for one day only and enter the free prize draws.

MEGA Engagement Event \*

Glenavon House Hotel, Cookstown

12.30pm - 2.30pm

The MEGA (Manufacturing and Engineering Growth Advancement) Network will officially launch at an Invitational Engagement Event. Local presenter and singer, Malachi Cush, will compere proceedings to include a live Q&A with an expert panel and a host of guest speakers providing invaluable insight to the industry. Strategies for growth and development will be discussed, alongside the opportunity to network with key stakeholders.  
\*Invitation Only Event

Taking Care of your Business workshop

The Junction, Dungannon

1.30pm - 3.30pm

Mairaid McMahon, FSB

You put your heart and soul into building your business, and we want to help you identify and reduce some of the common risks you face in terms of HR and legal challenges. This session will also help you understand and deal with the impact that running a business can have on your mental health and wellbeing.

WED20th November

Coffee with Carol

Killymoon Golf Club, Cookstown

9.30am - 11.30am

Carol Doey

Call in for a coffee, scone and a chat with Carol Doey, Manager of The Hub BT80, one of Mid Ulster's best known and thriving social enterprises. Hear from Carol about what it takes to start and grow a successful social enterprise and how she ensures it continues to evolve to meet the needs of the community.

Coffee with Colin

Café Latte @ Ranfurly House Arts and Visitor Centre, Dungannon

9.30am - 11.30am

Colin Neill, Hospitality Ulster

Coffee with Colin brings the Hospitality Ulster boss to Dungannon with an open invite to anyone in the trade seeking Hospitality Ulster's help or advice on issues they may be experiencing. This event is aimed at giving members of the Hospitality industry an opportunity to air opinions and share issues directly to CEO Colin Neill.

Coffee with Cathy

The Terrace Hotel, Magherafelt

9.30am - 11.30am

Cathy Martin, CMPR

Come and join Cathy Martin, one of Ireland's leading PR & events industry players, for coffee and a chat. Cathy will offer business advice to SMEs and retailers from across the district on influencer marketing and social media. Cathy has over 20 years' experience across PR, events, marketing, journalism, fashion, TV and influencer-brand match-making.

Bid to Win! A Tender Ready workshop

The Gables, Dungannon

10.00am - 12.00pm

Janis Simpson-Mahoney, Global Education Ltd

Sourcing and writing high quality bids and tenders is one of your greatest allies in securing new business. This session will give you an insight into how you can improve your tender writing skills and help breakdown your barriers to achieve success.

Mid Ulster Job Fair

Cookstown Leisure Centre

12.00pm - 6.00pm

Are you looking for work? Fancy a change in career? Interested in upskilling? Then the Mid Ulster Job Fair is the place to be. This is a brilliant opportunity to meet with more than 50 local businesses with live job and apprenticeship opportunities. A number of support organisations and agencies from the Mid Ulster area will also be exhibiting on the day.

Managing Through Turbulent Times

Bloc Blinds, Magherafelt

3.00pm - 5.00pm

Feargal McCormack, PKF-FPM Accountants

Listen to Feargal draw on his experience to see how you can steer your business through turbulent times. Sharing the PKF-FPM Experience of growth from a one person operation to an international business, operating in five offices in a very competitive and changing market.

Mid Ulster Business Awards

Corick House Hotel, Clogher

7.00pm - 10.00pm

The 9th Annual Mid Ulster Business Excellence Awards are aimed at recognising the talent, entrepreneurship and excellence that exists across the full range of business and commerce in the Mid Ulster area. The fifteen award categories covers all aspects of business and industry. This event is coordinated and delivered by JPI Media and tickets can be booked directly from Mid Ulster Business Awards website.

THURS21st November

Instagram for Business workshop

The Junction, Dungannon

9.00am to 11.00am

Emma Gribben, Digital by Emma

This workshop will provide you with all the information you need to develop your Instagram profile for your business. With over 1 Billion users on the platform, Instagram offers massive potential for businesses to reach new customers. This workshop will show you how to use Instagram to drive brand awareness, encourage brand interaction, generate sales leads and conversions.

Harnessing the Power of Social Media

Specialist Joinery Group, Maghera

10.00am - 1.00pm

Declan Murtagh, Brilliant Red

With an abundance of social media platforms and new trends, this workshop outlines a simple step by step process you can follow to help you select the best social media channels for your business. The workshop will provide businesses with insights into each social media channel, social media strategy, audience analysis, best practice examples and case studies. Social Media Channels covered will include Facebook, Twitter, Snapchat, LinkedIn and YouTube.

Instagram for Business Workshop

Cookstown Enterprise Centre

12.00pm to 2.00pm

Emma Gribben, Digital by Emma

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Financial Fitness

The Edge Gym, Augher

2.00pm - 4.00pm

Sean Cavanagh, Sean Cavanagh & Co Accountants

The session will cover most aspects of a business's life cycle with good practice and advice highlighted at each stage, including: The basics on how to start up a business including the notorious pitfalls | Good financial management as well as current economic issues and challenges facing businesses | Tax planning, pensions and investment strategies

Instagram for Business workshop

Workspace, Magherafelt

3.00pm - 5.00pm

Emma Gribben, Digital by Emma

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Business Start Drop In Clinics

Three events: Workspace, Magherafelt

Ranfurly House Arts & Visitor Centre, Dungannon

Cookstown Enterprise Centre

5.00pm - 7.00pm

Considering self-employment? Don't know where to start? Then call in for a cuppa and a chat with our business advisors who have a wealth of experience helping new start-ups. They will discuss the FREE specialist support on offer from the 'Go For It' Programme to help you take the first step to making your dream a reality. Choose from one of the three local venues.

FRI22nd November

Business Funding and Support Event

Food Innovation Centre, Loughry Campus, Cookstown

10.00am - 1.00pm

Compere Adrian Logan

A fantastic opportunity to hear about the range of business support and funding on offer from 12 local and regional organisations (including Mid Ulster District Council, InterTradeIreland and Invest NI) and avail of the opportunity to have a one-to-one with their staff on how they could help your business or social enterprise. An enjoyable session uniquely compere by Adrian Logan, the well known TV and Radio personality. Come join us and have the opportunity to win some prizes at the event.

Register Online



Denotes events where prizes can be won

midulstercouncil.org/enterpriseweek