

The Business Information Centre, Central Library
is a one stop reference services specialising in

- *Market Research
- *Company Information
- *Programmed Events
- and much more....

Guided tour of the resources and services of the Business Information Centre, Central Library are available before each lecture at 6.00pm

or by appointment by telephoning 01 873 3996

Start Up - Start Here
Dublin City Libraries supporting
Business in the Community



Start Up - Start Here

Start or Grow Your Own Business
Free Lecture Series

April - May 2015

Dublin City Public Libraries in association with LEO; Dublin City Local Enterprise Office, are pleased to announce a series of free business lectures designed to empower potential entrepreneurs

ONLINE BOOKING
ONLY at

www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Starting-a-business/Library-Talks

*Lectures will take place in the Central Library
Ilac Shopping Centre, Henry Street, Dublin 1
Tel. 01 873 3996 / 01 873 4333*

Speakers' Biographies:

Brendan Moran, BA Hons., has a background in project & operations management. He has been self employed as a Management and Training Consultant since 1994. He has designed, developed and delivered many training courses specifically for those operating in small business. Brendan is a member of the Mentor Panel of several Local Enterprise Offices and has carried out many "hands-on" reviews of small businesses. He assists clients in assessing the various stages of their businesses and advises and develops strategies-for-growth with them.

As a member of the Associate Faculty of the National College of Ireland, Brendan lectures in Management in the Business School.

Padraig MacDiarmada is a career banker. He has spent the majority of his career in the Greater Dublin area, and has seen many economic changes in that time. He has been working on the SME side of the business for most of his career, with emphasis on start ups, and supporting their growth. Padraig is currently Regional Business Manager for Central & South Dublin supporting our Business Direct Unit.

Peter Smyth. MBA, is the Acting Director of the Institute of Minority Entrepreneurship (IME) DIT. Peter has taken over operational responsibility for the IME as the Institute expands its original programme of a support for existing and potential entrepreneurs across a targeted group of minorities. It now provides more direct support to existing and potential entrepreneurs in these communities. With 30 years experience in industry and consulting, Peter brings a range of functional and business skills across a number of industries and sectors including the Health Sector, Financial Services, Chemicals and Consumer Goods. Peter has significant experience in developing and implementing policies and processes with supporting organisation structures in a range of sectors.

Noel Davidson of QED Training has an extensive interest in social and digital media and is an Apple Product & Integration Professional as well as an Apple Certified Trainer (ACT) Inc. Noel has worked with QED Training since early 2010 and has proven highly successful in bringing start-up and small business owners through the challenges of digital media for the benefit of their businesses. Noel recently launched Mediagasmic.com, a strategic partner of QED Training.

**This lecture programme is FREE to attend but
ONLINE BOOKING IS ESSENTIAL to avoid disappointment on the night**

To book a place, log onto

2015 Spring Series

Thursday Evenings Lecture Programme

2nd April (6.30 to 8.00pm)

An Introduction to Self Employment

Am I suitable for self employment and what are the characteristics and traits of the self employed? with Brendan Moran

9th April (6.30 to 8.00pm)

Ideas Generation & Market Research

Where to get business ideas and when do ideas mean business? with Brendan Moran

16th April (6.30 to 8.00pm)

Ethnic Minority Entrepreneurship

What supports exist for potential entrepreneurs in Dublin's Non-Irish National business community? with Peter Smyth

23rd April (6.30 to 8.00pm)

Digital Marketing Strategy

Facebook, LinkedIn, Twitter, Skype, YouTube
How can they work for my business?
Learn the tips and tricks by increasing visibility and winning market share with Noel Davidson

30th April (6.30 to 8.00pm)

Financing your Business

What you can expect from the bank? with
Pádraig Mac Diarmada

7th May (6.30 to 8.00pm)

Writing the WINNING Business Plan

Bringing together all the key elements for a
Winning Business Plan, with Brendan Moran