



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

**The Chairman and Members of
North West Area Committee.**

Meeting: 15th November 2016

Item No: 25

StartUp Ballymun presents:



Event hosted by Dublin City Council

HOW TO GROW YOUR BUSINESS IN A DIGITAL WORLD

What business owners & leaders need to know

Wednesday 26th October
Council Chamber, Civic Centre Ballymun
16.00 to 19.30

About 'StartUp Ballymun'

StartUp Ballymun aims to promote enterprise and business opportunities in Ballymun and north Dublin. By hosting a series of business startup themed events the aim is to encourage people living in Ballymun and nearby to become self-employed. It is about encouraging all types of enterprises from startups to well established companies to consider Ballymun as a place to do business.

The initiative will showcase Ballymun as a place to do business by highlighting attributes such as its proximity to Dublin Airport, the M50, City Centre, DCU and also providing information latest news in relation to land and vacant sites.

Much of our activities will consist of inviting startups and other more established business owners to come to Ballymun, and share their experience with us.

'How to Grow Your Business in a Digital World'

The objective of the event was to demonstrate the benefits of using a range of cloud services and applications, which when combined, offer a competitive business model to small businesses.

The Speakers

An experienced panel of speakers shared their own experiences in harnessing digital technology. The speakers were:

- **Salvatore Fanara**, MD of Travelling Languages, www.travellinglanguages.com - your language school on the road...
- **Lorcan Bannon**, Head of Client Strategy, Olytico, www.olytico.com - Social media listening
- **Auveen Bell**, Social Enterprise & Co-Founder of Blossom Ireland, www.blossomireland.ie, therapy-led camps and after school activities for children with intellectual disabilities aged 8 to 18
- **Ross Killeen**, MD Event Junkies, www.eventjunkies.ie, a one-stop shop for production, shooting and editing needs, with a quick turnaround
- **Elaine Cohalan**, Dublin Cookie Company, www.thedublincookieco.com freshly baked cookies to order or buy in their cookie shop 29 Thomas St.
- **Simon Cocking**, Senior Editor Irish Tech News, www.irishtechnews.net

Some of the FREE tools that were covered included:

- Salesforce – CRM
- Whatsapp – internal communications
- Wordpress - Web development software
- We transfer – sharing large files
- Trello – Project management software
- Kin – HR management tool
- Tweetdeck – manage & monitor Twitter activity
- Survey Monkey – research tool
- Mailchimp – circulating newsletters

The presentations were followed by Q&A

Online trading vouchers €2.5k

Before the speakers commenced Mary MacSweeney from the Local Enterprise Office, Dublin City gave a presentation on about the website grant of €2,500.

Business Mentoring

LEO mentors Noel McGrath & Anne Marie McAuley were on hand to provide one to one business mentoring. In total 25 people availed of the mentoring and had there been time, a whole lot more would have liked to avail of the mentoring.

The event was launched by B4b chairman Robert Murphy and chaired by small business consultant & mentor Billy Linehan, Celtar business consultants.

What people learned?

People learned that there are a number of free cloud based tools that businesses can use to conduct market research, manage their finance, communicate with and manage staff, analyse customer behaviour and share large files easily. All of this can be done from a Smart phone. The speakers shared their knowledge about selecting the right tools for your business and gave examples of how they have made doing business a whole lot easier. In addition participants were made aware of the grant of €2.5k available to small business to improve their online presence.

Attendance

A total of 77 people registered for the event with a further 25 people registering on the day. In all nearly 70 people were in the Council Chamber for the event. This represented a 150% increase on the April 2016 event. Furthermore attendees travelled from all over the City & County meaning we delivered on our objective of this being a North Dublin event. The Council Chamber provided an ideal venue and for most people it was their first time visiting. The free parking across the road meant the event was easily accessible.

Marketing

A significant effort went into marketing the event. The use of Twitter and Facebook played a significant role as well as a considerable poster & leaflet drop in a number of locations around North Dublin. The outdoor visuals on Main St. also helped generate awareness.

Testimonials

Hi Liam,

Thank you very much for yesterday's event.

Very informative and picked up a few very interesting tips from the very well chosen panel.

Will catch Mr. McGrath on another occasion - the mentors were very much in demand!

Hi Billy,

Thanks again for hosting a wonderful evening. I've come away with so much valuable information for my business.

See you tomorrow,

Lisa

Hi Liam,

*Just wanted to express my thanks for super event today, what I gained will be of immense value. Would also like to acknowledge, Noel, Robert and Annabelle.
Thank you.
Lillian.*

Photos of the event



Mentoring



Auveen Bell, Blossom Ireland



Lto R Billy Linehan, Elaine Cohalan, Robert Murphy & Liam Barry

Ross Killeen, Event Junkies



Mary MacSweeney, LEO Dublin City



Networking!



Lorcan Bannon, Olytico



Elaine Cohalan, The Dublin Cookie Co.

Liam Barry
Economic Development Officer