

# WOMEN BUSINESS NI

Making **business** connections

Autumn 2012 • Issue 06

# magazine



## Women in Business NI Awards Launched

PRINCIPAL PARTNER

**Invest Northern Ireland**  
Building Locally  
Competing Globally

PARTNERS



**Deloitte.**

**Ulster Bank**

**Carlton Baxter** | Kerygma







*West Coast Cooler*<sup>™</sup>  
**FASHIONWEEK**

13-21 October 2012

[belfastfashionweek.com](http://belfastfashionweek.com)

**facebook**

**belfastfw**  
**westcoastcoolerni**

Tickets from £15.  
Call 028 9024 6609.

for the facts about alcohol  
[drinkaware.co.uk](http://drinkaware.co.uk)



# Chair's Message

I was recently saddened on hearing that the author of 'The 7 habits of highly effective people' Dr Stephen R Covey had died. His work, particularly this bestseller, has become a blueprint for personal development and the number one influence business book of the twentieth century. The book has been pivotal in helping me shape my own development in business.

Its principles are timeless and give structure and balance in this uncertain, fast changing information overloaded society. In other words, we have a choice on how we deal with the highs and lows of business. Having a more accurate perception of our destination will bring more clarity to our priorities. We must therefore communicate by first listening and secondly by valuing the differences between people while trying to build on those differences. Finally we must build on the habit of self-renewal or as Convey puts it 'sharpening the saw'. The book is not a quick fix and many of the habits are self-evident but there is no doubt that in business today we need to be highly effective. Here at Women in Business NI our "highly effective" team have been busy preparing a new schedule of events that will deliver to our member needs. September sees the start of a packed event schedule which aims to continue to support members to learn, be inspired and to help their

businesses improve and grow. One of the most exciting dates in any NI business woman's diary should be the annual awards. This year our title sponsor is Invest Northern Ireland and the fabulous Gala event will be held on Thursday 22nd November at the Ramada Plaza, Belfast. I was truly humbled and inspired by the strong business leaders, entrepreneurs and hard working business women who won awards at the Gala in 2011. I anticipate that 2012 will be every bit as inspiring and rewarding as last year and I encourage you to apply for an award or nominate on behalf of a colleague or a friend who deserves recognition for their achievements.

These awards are open to all women in business, whether you operate as a sole trader, a partnership or as part of an organisation. The judges base their criteria on strong business acumen, leadership and entrepreneurial skills, charisma, healthy financials with a strong commitment to sustainable growth. We are calling for nominations for the Women in Business NI Awards 2012; the closing date for entries is Friday 28th September. Good luck to everyone and get reading!

## Edel Doherty

Chair of Women in Business NI  
Managing Director, Business Travel Solutions

# Contents

- |    |   |    |   |
|----|---|----|---|
| 5  | Women in Business NI Survey results                                   | 19 | Free confidential and impartial advice on a range of issues including childcare and employment rights |
| 7  | The Conference  | 34 | Digital Marketing – the not-so-secret ingredients for a successful website                            |
| 9  | WIBNI Awards 2012 launch  | 35 | Ladies night at Isaac Agnew's Volkswagen  |
| 10 | Invest NI see golden opportunities abroad for our food industries     |    |   |
| 17 | Escape from your everyday life and enjoy some well-deserved pampering |    |   |

**WOMEN  
BUSINESS NI**  
Making business connections

Chair **Edel Doherty**  
Chief Executive **Roseann Kelly**

**Women in Business NI**  
Executive Suites,  
Weavers Court, Linfield Road,  
Belfast BT12 5GH  
Tel: 0845 6076041  
info@womeninbusinessni.com  
www.womeninbusinessni.com

The magazine is produced by Greer Publications on behalf of WIBNI.

Material in this magazine is not necessarily endorsed by the publisher or WIBNI.

**Greer Publications**  
5B Edgewater Business Park  
Belfast Harbour Estate  
Belfast BT3 9JQ

Tel: 028 90783200  
jamesgreer@greerpublications.com

Design:  
Kenneth Doory

Cover: Enterprise Minister Arlene Foster with Roseann Kelly, Chief Executive of Women in Business NI launching the 2012 Business Awards.

## Our Events

September 2012 - January 2013

### SEPTEMBER 2012

**NETWORKING FOR GROWTH EVENT**  
Keynote Speaker: Orlaith Carmody,  
MD of Mediatraining.ie  
Thursday 13th, 9.30am – 12.30pm  
Venue: Hillsborough Castle

**BUSINESS NETWORKING LUNCH**  
Thursday 20th, 12.00noon – 2.00pm  
Venue: Ramada Plaza, Belfast

**HOW TO GROW YOUR BUSINESS THROUGH PR**  
Sponsored by Invest Northern Ireland  
Presented by Catherine McGinn, Mac PR  
Tuesday 25th, 11:00am – 12.30pm  
Venue: Invest NI, Newry

**ONLINE MARKETING MASTERCLASS**  
Sponsored by Invest NI and presented by Denise Cowan, The Web Bureau  
Thursday 27th, 9.30am – 12.30pm  
Venue: Weavers Court, Belfast

### OCTOBER 2012

**NEGOTIATING FOR BUSINESS GROWTH MASTERCLASS –**  
Sponsored by Invest NI  
Presented by Tina O'Hagan, O'Hagan Associates  
Thursday 4th, 10.30am – 12.30pm  
Venue: TBC, L/Derry

**FINANCING YOUR BUSINESS,**  
Sponsored by Invest NI  
Keynote Speaker: Angela McGowan,  
Chief Economist of Northern Bank  
Tuesday 9th, 11:00am – 1:00pm  
Venue: Canal Court Hotel, Newry

**BUSINESS NETWORKING LUNCH**  
Thursday 18th, 12.00noon – 2.00pm  
Venue: Malmaison, Belfast

**THE POWER OF FOUR EVENT**  
Mentors: Aislinn Rice Andor Technology, Dr Maureen Murphy Aurion Learning and Len O'Hagan Chair of Harbour Commissioners  
Friday 19th, 9.30am – 1:00pm  
Venue: Harbour Commissioners, Belfast

**PUBLIC SPEAKING MASTERCLASS**  
Presented by Aodhán Connolly  
NI Retail Consortium  
Tuesday 23rd, 9.30am – 12.30pm  
Venue: The Mac, Belfast

### NOVEMBER 2012

**BUSINESS NETWORKING LUNCH**  
Thursday 1st, 12noon – 2:00pm  
Venue: Holiday Inn, Belfast

**MOTIVATIONAL MASTERCLASS**  
Presented by Caroline Currid  
Performance Coach  
Thursday 8th, 9.30am – 12.30pm  
Venue: Ramada Encore, Belfast

**BUSINESS VISIT**  
Tuesday 13th, 10.30am – 1.00pm  
Venue: Norbrook Laboratories, Newry

**WIBNI AWARDS 2012 –**  
Sponsored by Invest NI  
Thursday 22nd, 7:00pm – 10:00pm  
Venue: Ramada Plaza, Belfast

### DECEMBER 2012

**CHRISTMAS NETWORKING LUNCH**  
Tuesday 4th, 12pm – 2pm  
Venue: Canal Court Hotel, Newry

**LEADERSHIP IN BUSINESS MASTERCLASS**  
Presented by Ann Clydesdale,  
Leadership Institute QUB  
Thursday 6th, 9.30am – 12.30pm  
Venue: Weavers Court, Belfast

**COLLABORATION FOR GROWTH CHRISTMAS NETWORKING EVENT**  
Keynote Speaker Mary McCall, Treat Ticket  
Thursday 13th, 6.30pm – 8.30pm  
Venue: Riddell Hall, Belfast

### JANUARY 2013

**BUSINESS NETWORKING LUNCH**  
Thursday 10th, 12noon – 2:00pm  
Venue: Hilton, Belfast

**WORK LIFE BALANCE MASTERCLASS**  
Presented by Michelle Darcy  
Thursday 17th, 9.30am – 12.30pm  
Venue: Malmaison, Belfast

**VOICES HEARD EVENT**  
Hosted by Anna Lo MLA  
Wednesday 23rd, 9.30am – 12.30pm  
Venue: Stormont, Parliament Buildings





# BOOSTING BUSINESS

Invest Northern  
Ireland

Building Locally  
Competing Globally

## Designed to help your business defy the downturn

The continued impact of the global downturn is affecting businesses, large and small, throughout Northern Ireland. Many face challenges and difficult choices.

Invest Northern Ireland can help your business access a range of support that will help you survive the impact of the economic downturn and secure your position for the future.

We can help your business succeed in these difficult times, whether you want to build the skills of your workforce, use new technology to improve competitiveness, break into new markets, develop new products, or create jobs.

So get in touch today.

Visit [boostingbusinessni.com](http://boostingbusinessni.com)

Text **BOOST** to 78886

Call **0800 181 4422**



**NIBUSINESS  
INFO.CO.UK**

Practical Advice for Business



Project part financed by the European Regional Development Fund under the European Sustainable Competitiveness Programme for Northern Ireland.

European Regional  
Development Fund  
Investing in your future

# Women in Business NI Members Survey 2012 Results

Each year we invite our members to complete a feedback survey so that we can gain a better understanding of members' needs and what support is valued most from the network.

Women in Business NI have already drawn upon the findings in planning for future network activities and will continue to use this data in all of our work.

Results show that WIBNI members value making business connections via the network first and foremost; taking this on board we have planned longer periods of networking at upcoming events with a variety of facilitated styles to help members make even more connections. Our interactive website and membership directory offers an online networking support also.

Our aim is to continually offer our members real value for money from WIBNI membership. We ask our members to feel free to offer us

feedback and suggestions; please email: [info@womeninbusinessni.com](mailto:info@womeninbusinessni.com) or tel: 028 9022 4006.

*The survey was carried out for us by Women in Business NI members Perceptive Insight. Many thanks to Maureen Tracey and Laura Dunlop for their help and for providing a clear, detailed and helpful analysis of the survey findings so promptly afterwards. [www.pimr.co.uk](http://www.pimr.co.uk)*



## Summary of key findings

- There are high satisfaction levels with all WIBNI services, with 86% of respondents satisfied with WIBNI events and key speakers, 72% with facilitated networking and 69% with business contacts
- Of the members interviewed, 84% say the main reason for being a member is to develop business contacts, 70% to participate at events and see key speakers and 60% to avail of facilitating networking.
- 79% are satisfied with the balance of networking/ key speakers at events
- Respondents believe the ezine and networking events to be the most effective way of promoting their business, with three quarters rating them as quite or very effective
- 58% of respondents use Facebook, 39% LinkedIn and 26% use Twitter very often.
- Email is by far the preferred method to receive information on WIBNI events and services (94%) and 92% feel the frequency of emails is 'about right'
- Business lunches (37%) were felt to be most effective in terms of networking and making friends. However master classes (39%) were felt to be most effective in terms of personal development.
- 98% feel that Women in Business NI membership is good value for money.



# Strategic Partners committed to continued Success of Women In Business NI

Women in Business NI welcome their strategic partners who are committed to partnering with WIBNI to assist in its continued success. The strategic partners - Invest Northern Ireland, Deloitte, Vodafone, Carlton Baxter, Queen's University, and Ulster Bank, have come together to support the network and business development and growth.

Sharon Polson, Invest NI's Regional Business Team said: "Female entrepreneurs are an under-represented group in the business community of Northern Ireland. Invest NI's partnership with the Women in Business NI network will allow us to access and support those WIBNI members who have a focus on growing their businesses through innovation and competing in markets outside NI. Roseann Kelly, Chief Executive, Women in

Business Northern Ireland, said: "In the current economic climate we are delighted to have the support of our Partners which enables us to continue to deliver a high level of service and benefits to the businesswomen of Northern Ireland. We welcome our Partners on board and look forward to working with them."

Women in Business NI is the largest and fastest growing business network for female entrepreneurs and senior women in management in Northern Ireland, with almost 800 members spread throughout all industry sectors.

### NOT A MEMBER YET?

Join Women in Business NI, log onto [www.womeninbusinessni.com](http://www.womeninbusinessni.com). Follow Women in Business NI on facebook at [www.facebook.com/womeninbusinessni](http://www.facebook.com/womeninbusinessni) or on twitter @wibni.



(l-r) Announcing the strategic partnership with Women in Business Northern Ireland are Jackie Henry, Partner; Deloitte; Roseann Kelly, Chief Executive, Women in Business NI; Sinead Little, Deputy Managing Director, Carlton Baxter; Dolores Vischer, Business Networks Manager, Queen's University; Edel Doherty Chair of WIBNI & Managing Director of Business Travel Solutions; Sharon Polson, Regional Business Group, Invest Northern Ireland.





# Women in Business NI Delegation

## Hosted at the Dail for the First Time

A delegation of 30 Women in Business NI members were hosted at a cross border networking event by Mary Mitchell O'Connor TD on their first ever visit to The Dail with Network Ireland.

Almost 70 businesswomen attended the event, which was a return visit, following an invitation from Women in Business NI for Network Ireland members to visit Stormont last June.

Roseann Kelly, Chief Executive, Women in Business NI, said: "This was our first visit to The Dail and the enthusiasm and energy for the

event among our members was palpable. The connections made at last year's Network Ireland visit to Stormont were so successful that from the moment we announced the return event we were over-subscribed. It's invaluable for business networks to work together on such opportunities to deliver real benefits for our members. And what made the trip even more attractive for those attending was that Translink provided return first class rail tickets enabling the networking to start before we'd even left Belfast."



# WIBNI BBQ Quiz Night Sponsored by Mexx

The wet weather wasn't able to dampen the spirits of those who attended the annual WIBNI BBQ Quiz night which was hosted by Malone Lodge Hotel and sponsored by Mexx clothing. Members were able to relax and unwind over a glass of pimm's and some delicious food at this social summer event.

Event sponsors clothing store Mexx provided a fashion show to showcase

some of their Spring/ Summer 2012 collection which featured both day time outfits and evening wear.

Members were also keen to take part in the quiz which was hosted by TV personality Pamela Ballantine who provided the jokes and entertainment for the evening. Thank you to all those who attended for a fantastic evening, see you all again next year!



# Women inspired at annual Women in Business NI Conference 2012

Sponsored by Invest Northern Ireland

Conference speakers Orla Corr OBE, of the McAvoy Group, named Outstanding Business Woman of the Year at the Women in Business NI Awards 2011, Nicola Bryne, CEO and founder of I1890 and Jo Haigh, Partner at FDS Corporate Finance Services, inspired more than 150 businesswomen at the Annual Women in Business NI Conference, which was sponsored by Invest Northern Ireland.

Roseann Kelly, Chief Executive of Women in Business NI, said: "This conference has grown to become one of the leading dates in any businesswoman's diary. Our first conference was in 2009 and to see how the event has evolved is truly inspirational for me. "More than 150 women listened to our speakers, interacted at our seminar sessions but most importantly

networked with each other and the enthusiasm in the room was palpable."

Ian Murphy, Director of the Growth and Scaling Division with Invest Northern said: "Ambitious businesses need ambitious leaders if they are to grow. They need to invest in their staff, developing strong, skilled teams to cope with the challenges that growth brings. Conferences like this show that it is possible to grow a business, even in tough economic times. Invest NI can help businesses achieve growth with support across core areas such as skills development, finding new markets and developing innovation and creativity."

Find out more about Women in Business NI Events online at [www.womeninbusinessni.com](http://www.womeninbusinessni.com)



L-R Kate Marshall, Vice Chair WIBNI & Managing Partner Mast Ireland, Dr Anne Heaslett, Principal Stranmillis University College, Ian Murphy Director of Growth Scaling Division Invest Northern Ireland.





# Women in Business NI Awards 2012

Sponsored by Invest Northern Ireland



Enterprise trade and investment Minister Arlene Foster is encouraging women to pick up a pen and enter the second Women in Business NI Awards sponsored by Invest Northern Ireland. Supported by The Irish News, the awards will take place on Thursday 22 November in the Ramada Hotel, Belfast.

Minister Foster said: "Northern Ireland's women have a reputation for working hard and achieving success, both locally and in the global marketplace and the second Women in Business NI Awards are a fitting acknowledgement of the contribution women make to our economy.

"These awards recognise all that is good about being a woman in business in Northern Ireland. I would encourage entrepreneurs and those in senior management positions to consider the categories,

enter and seek the recognition that their efforts deserve."

Roseann Kelly, Chief Executive of Women in Business NI, said: "It is vitally important that we recognise the effort being made by business owners and business leaders across Northern Ireland, especially in such tough trading times.

"The interest in the first Women in Business NI awards surpassed all our expectations in terms of the number of entries received and the number of attendees at the glittering ceremony. The entries produced a shortlist of outstanding women from which the eventual remarkable winners were judged.

"This year we have therefore decided to offer all finalists the opportunity to attend the first ever Women in Business NI Finalists Retreat. An exclusive and intimate

event which will stimulate networking and personal development, the retreat will be aimed at inspiring those women who will reach the shortlist for this year's awards."

Gary McDonald, business editor of The Irish News said: "In their inaugural year these awards recognised some remarkable businesswomen who have made their name not just locally but on the international stage. We are delighted to be associated with the initiative again."

There are 10 categories open for entry - best new start up, entrepreneurship / innovation, outstanding management / leadership, best marketing campaign, best small business, best customer service, best in professional services, best young business woman of the year, advancing gender / diversity in the work place and best exporter.

## IMPORTANT DATES

**Closing Date for Award Submissions:**

All applications must be received by 12 noon on Friday 28th September 2012. Please see application form online for full details

## JUDGING OF APPLICATIONS:

Judging of Applications will take place on Friday 12th October 2012

## FINALISTS RETREAT:

The Finalists Retreat will take place on Wednesday 24th October 2012 (all finalists should be available on this date)

## AWARDS GALA:

The Awards Gala will take place on Thursday 22nd November 2012 (all finalists should be available on this date).

Visit [www.womeninbusinessni.com](http://www.womeninbusinessni.com) for more information



# Women in Business NI Awards 2012

## Categories:



### Overall Award 2012 Women in Business NI Outstanding Businesswoman of the Year

Sponsored by Invest Northern Ireland

This award recognises the most dynamic and dedicated businesswoman who the judges believe has made an outstanding contribution to business. This is the only non-entry category, which will be selected by the judging panel and awarded by lead sponsor Invest Northern Ireland.

### Award for Best New Start Up

This Award goes to an outstanding new start up demonstrating high levels of innovation service and profit. The business must be less than 3 years old.



### Award for Entrepreneurship / Innovation

Sponsored by Vodafone

This Award goes to the outstanding individual who can best demonstrate entrepreneurial flair and innovation in business. Whether it's a new idea, product, method, technology, process or application this award will go to the individual with an innovation that has transformed their business.



### Award for Outstanding Management / Leadership

Sponsored by Made Not Born

This Award goes to the leader/manager who has demonstrated exceptional vision and leadership in business.



### Award for Best in Professional Services

Sponsored by Mood Events

This award goes to the woman who consistently exceeds the requirements of internal and external customers. Consistently meeting or exceeding challenging objectives, to deliver the highest levels of service responsiveness and innovation within a professional practice.

### Award for Best Young Business Woman of the Year

This award recognises the outstanding work of young Northern Ireland business women in any aspect of business activity; be it professional, managers or business start-up. The nominee must be 30 years or under on 1st November 2012.



### Award for Advancing Diversity in the Work Place

Sponsored by The Equality Commission

The award recognises an individual who has championed diversity within the workplace, and can demonstrate the benefits of this.



### Award for Best Exporter

Sponsored by The Irish News

This Award goes to the business that can evidence high levels of export turnover and has a continued export growth plan.



### Award for Best Marketing Campaign

Sponsored by JC Decaux

This Award goes to a businesswoman who demonstrates a commitment to marketing at all levels of the business. This individual will have a structured marketing plan which will result in increased market share, brand awareness and profitability through a successfully implemented marketing campaign.

### Award for Best Small Business

This award recognises an outstanding small business based in Northern Ireland which demonstrates a high level of service, is profitable and shows innovation. This business may be a sole trader, a partnership, a social enterprise or a small private sector company, with a maximum of 20 employees.



Isaac Agnew

### Award for Best Customer Service

Sponsored by Isaac Agnew

This Award goes to a businesswoman that can best demonstrate she truly has the customer at the heart of her business. She will be able to demonstrate ongoing improved performance standards and customer impact in the delivery of products or services.



## NOMINATE TODAY

[www.womeninbusinessni.com](http://www.womeninbusinessni.com)

ACKNOWLEDGE . CELEBRATE . REWARD



#### AWARD CATEGORIES:

- Award for Best New Start Up • Award for Entrepreneurship / Innovation
- Award for Outstanding Management / Leadership • Award for Best Marketing Campaign
- Award for Best Small Business • Award for Best Customer Service
- Award for Best in Professional Services • Award for Best Young Business Woman of the Year
- Award for Advancing Diversity in the Work Place
- Award for Best Exporter

**CLOSING DATE 28th SEPTEMBER 2012**

For further information, please visit [www.womeninbusinessni.com](http://www.womeninbusinessni.com)

Media Partner:

**THE IRISH NEWS**

#### Sponsors

Invest Northern Ireland  
Building Locally  
Competing Globally

JCDecaux



Equality Commission



GALGORTH  
BEFORE & USA



For women  
who enjoy the  
sweet smell  
of success.



[www.womeninbusinessni.com](http://www.womeninbusinessni.com)

Women in Business NI is the largest and fastest growing network for business women in Northern Ireland.

Contact us today to find out more. Tel: 0845 607 6041.

**WOMEN  
BUSINESS NI**  
Making business connections



Pictured at the Great Taste Awards in 2010 with Enterprise Minister Arlene Foster is Jilly Dougan and Peter Hannan of Moira-based Hannan Meats Ltd which won a total of 26 Gold Stars the highest ever won by a single producer at this year's UK Great Taste Awards.  
Picture: Michael Cooper



# Golden opportunities abroad for our food industry

Dr Vicky Kell, Invest Northern Ireland Trade Director, believes the achievements of local food and drink companies in the recent UK Great Taste Awards provides a springboard for growth in international markets

The Guild of Fine Food, in the latest Great Taste Awards, gave almost 200 gold stars – an all time record for Northern Ireland – to NI companies. One company, Hannan Meats in Moira, a business employing around 20 people, broke all UK and Irish records in the awards by racking up a remarkable 26 gold stars for 20 products.

As well as showcasing the quality of food and drink the awards are important because they help shape the buying decisions of virtually all the main retailers and many foodservice organisations. At least one of this year's 'star' winners has already received orders from Harrods and Selfridges; and last year's winner of the Supreme Champion Award, McCartney's in Moira, secured business for its award winning corned beef from Fortnum and Mason and Selfridges, both in London.

The awards are effectively

a badge of outstanding quality and innovation which helps our companies to win worthwhile business outside Northern Ireland.

Several award winners in previous competitions have gone on to win valuable business abroad. Crawford's Food in Portaferry, Fivemiletown Creamery, and White's Speedicook, Tandragee are exporting to Hong Kong. Boozeberries in Dromore, a husband and wife team making berry liqueurs has secured sales in Turkey, Sweden and the Netherlands.

Our support for the Great Taste Awards and our decision to become a sponsor of this year's Blas na hEireann Irish Food Awards is designed to encourage companies, both large and small, to explore business in Great Britain, the Republic of Ireland and even further afield. Our strategic objective is to assist the local industry, currently worth over £3 billion in overall sales, to drive exports beyond the current £1.5 billion mark and create new employment opportunities.

Food and drink is already an important economic driver here, employing around 19,000 people

and the largest single contributor to manufacturing sales and exports. Exports continue to grow steadily.

Practical support schemes offered by Invest NI range from assistance to export through trade missions, market visits and exhibitions, to business development programmes including help to companies in achieving essential quality accreditations and developing the skills required to secure tenders

demanding by major retailers.

We are committed to actions and support that will promote the industry's growth. Research shows that companies that are exporting successfully are more efficient and productive. They create essential wealth and prosperity for the entire community that, in turn, leads to greater employment opportunities and higher living standards for all.



Pictured at Cloughbane Farm Foods are, Joy Alexander, Head of Food Technology at CAFRE Loughry Campus, Lorna Robinson, Managing Director of Cloughbane Farm Foods, and Olive Hill, Director of Technology and Process Development, Invest NI. Cloughbane achieved the top Award of three stars for its Traditional Rare Irish Moiled Rib-eye steak at this year's UK Great Taste Awards. Photo by Marie-Therese Hurson/Harrison Photography



hello.

**We make sure our clients  
are heard in what can often  
be a noisy marketplace.**

To find out more about how we can  
help your company, please call:

**Carlton Baxter, Managing Director**  
**+44 (0)28 9032 5533**

or visit our website:

[www.carltonbaxter.com](http://www.carltonbaxter.com)

**Carlton Baxter Communications**, 3rd Floor, Dax House,  
18-22 Howard Street, Belfast, Co. Antrim, BT1 6PA

**Carlton Baxter** | Kerygma |





# This Season's WEST COAST COOLER FASHIONWEEK Magic Kicks off in October

Fashion conscious stylistas across Belfast and beyond will have already scoured through the latest fashion glossies, blogs and websites trying to stay ahead of the trends for the coming Autumn/Winter season, but for those who need their fashion up close and personal - worry not - as West Coast Cooler FASHIONWEEK returns for a fourteenth season, answering every fashionista's style questions with a glittering schedule of chic events and shows.

From kids' shows sponsored by

The OUTLET at W5 to afternoon tea at the Merchant Hotel as well as the main catwalk shows in the Europa FASHIONWEEK Centre, the Diet Coke Design Award and the super stylish Style Sunday event which will take place on the closing day, Sunday 21 October, at James Street South restaurant.

Cathy Martin, director of FASHIONWEEK said: "This season we will feature the finest established and up-and-coming designers as well

as the best boutique and High Street brands from all over Northern Ireland to create a fast-paced, exciting and irresistible slice of fashion in the city. We sell out every season and hopefully that trend will continue as we look at what other trends are making style queens weak at the knees for Autumn/Winter.

"What will we see on the catwalk? Well, in terms of fabrics we'll be seeing lots of Jacquard weaves and felting and as far as shapes go there will be a lot of military coats and capes. Looking at

colours, it's all about royal blue as well as monochrome this Winter. These looks, and many more, are all making their mark on the catwalks and with our Belfast sense of style and adventure we hope to offer some amazing days and nights of fashionable fun for all ages."

For further information on West Coast Cooler FASHIONWEEK log onto [www.belfastfashionweek.com](http://www.belfastfashionweek.com) or [www.facebook.com/belfastfw](http://www.facebook.com/belfastfw) and look out for updates.

*"This season we will feature the finest established and up-and-coming designers as well as the best boutique and High Street brands from all over Northern Ireland to create a fast-paced, exciting and irresistible slice of fashion in the city."*

# What do you look for when choosing a conference venue?



LAGAN VALLEY  
**Island**

CONFERENCE CENTRE

- ✓ Central Location
- ✓ Free Car Parking
- ✓ Free Wifi
- ✓ Capacity: Up to 400 delegates
- ✓ Free Conference Equipment
- ✓ Free Technical Assistance

## The Solution

Lagan Valley Island  
Conference Centre



**10% WIB Member  
Discount on Room Hire  
for your Next Event**

Quote WIB Member Discount  
when making your booking.

Relax in the  
knowledge that  
we tick all the boxes



Lagan Valley Island, Lisburn, Co.Antrim, BT27 4RL  
Tel: 028 9250 9292      [www.laganvalleyisland.co.uk](http://www.laganvalleyisland.co.uk)





# Conference with Confidence at the Right Price

In the current economic climate, we all face the challenge of finding a way to cut costs without compromising quality. This is where Lagan Valley Island excels and is proving to be a very popular choice amongst event organisers.

Unlike many hotels and venues providing a function room, Lagan Valley Island is a purpose built conference centre offering everything you require to make the right impact for your event.

Located in the heart of Lisburn City, and 10 minutes from Belfast City Centre the venue boasts a choice of ten state of the art conference, exhibition and meeting rooms for up to 400 delegates. With over 10 years event management experience from a dedicated events team and onsite technical team, exceptional service and a full in-house catering service to suit all budgets, your event is in excellent hands.

According to the British Meetings and Events Industry survey, commissioned by CAT publications, location, price and access are the key factors influencing venue selection. With this in mind, once again Lagan Valley Island stands out as the perfect choice.

Located just minutes from the M1 motorway, the A1 dual carriage

way and regional bus and rail services, a range of high quality accommodation nearby, easy access to both airports and car ferry routes, the conference centre provides the complete business solution.

Cutting costs is never an easy task however the team at Lagan Valley Island are there to help. The competitive conference, meeting

and training packages are inclusive of all essential requirements – free Wifi, ample free car parking for delegates, free conference equipment and free technical assistance. In addition, Lagan Valley Island are offering Women In Business members a discount of 10% off room hire for their next booking. Just quote WIB Member Discount when placing your booking. Also for those event organisers wishing to brush up their skills or just looking to get more from their events, should check out [www.laganvalleyisland.co.uk](http://www.laganvalleyisland.co.uk) for the upcoming Marcomm event management workshop on 13th September 2012.



For further information on booking an event at Lagan Valley Island or to arrange a tour of the venue, call 028 92509 292, email: [civiccentre@lisburn.gov.uk](mailto:civiccentre@lisburn.gov.uk) or check out [www.laganvalleyisland.co.uk](http://www.laganvalleyisland.co.uk)

# Omni Spa at Ramada Plaza

- Indulge yourself with Indian Ayurvedic treatments and massages
- Pamper yourself with MONU skincare treatments
- Rejuvenate with Skinbase Microdermabrasion

T: 028 9092 3660

W: [ramadaplazabelfast.com](http://ramadaplazabelfast.com)

Omni Spa  
116 Milltown Road  
Shaw's Bridge  
Belfast  
BT8 7XP

All with  
10% off  
for Women  
in Business  
members





# Omni Health & Beauty Spa

revive, recharge and renew the body in an oasis of calm.

Escape from your everyday life and join us for some well deserved pampering at the Omni Health and Beauty Spa situated at the Ramada Plaza Shaws Bridge Belfast, where you will find a haven of peace and relaxation which will transport you away from the stresses of life.

The Omni spa overlooks the beautiful and expansive surroundings of the Lagan Valley Regional Park. With just a 10 minute drive from the bustling City Centre, you will find no better place to nurture your mind body and soul. Your relaxation starts as soon as you enter the door as we offer a tranquil and modernly decorated lounge providing the perfect surroundings for you to unwind before and after treatments.

You can enjoy a range of blissful and invigorating treatments, including Northern Ireland's only Indian Ayurvedic treatments and massages. An exquisite, gentle and beautiful holistic system of relaxing, revitalizing and healing. Which is a wonderful tool for stress relief, rejuvenation or just pure indulgence. The principle of this treatment is to balance the systems of energy within the human body as imbalance leads to ill health. Thus therapies are aimed at the source rather than at the level of symptom.

Our MONU skincare treatments are a unique and very special range of professional skincare products, using pure natural ingredients to revitalize and restore the skin back to its youthful appearance. Only the purest plant extracts and essential oils are used within the MONU range to bring about optimum results. We also offer a Skinbase Microdermabrasion which is a deep exfoliation method that instantly delivers smooth and radiant skin. Over time, the results are more effective as fine lines are softened and blemishes reduced. This relaxing treatment super cleanses pores to refine skin texture and boost

production of fresh cells and collagen.

All of the above packages are designed to revive, recharge and renew the body in an oasis of calm. You can rest assured that all treatments will be carried out by our highly qualified, talented and experienced beauty therapists. Ensuring that you are comfortable, relaxed and fully informed of the process of your chosen treatment. Assuring that you leave feeling re-energized and refreshed whilst having been treated by the latest product ranges that the beauty industry have to offer.

The Omni Health and Beauty Spa is open six days a week and many nights are open late so there are no excuses not to make some time for yourself. We also have many treatments to suit male clients too.

It's time to treat and indulge yourself into a unique experience at Omni Health and Beauty, so why not avail of this magnificent offer and receive your 10% discount.



*“Our MONU skincare treatments are a unique and very special range of professional skincare products, using pure natural ingredients to revitalize and restore the skin back to its youthful appearance.”*

# Juggling work and family...

**Career  
Ambition**

**Family  
Commitments**

**Work  
Deadlines**

**Expensive  
Childcare**



**employers**

For Childcare  
charitable group

[www.employersforchildcare.org](http://www.employersforchildcare.org)



# Lightening the load...

Employers For Childcare Charitable Group offers **FREE**, confidential and impartial advice for parents and employers on a range of issues including childcare & employment rights.

They are also now providing a brand new childcare service which offers a flexible and affordable option for working parents and promises to change the face of childcare within Northern Ireland.

'Approved Home Childcare' provides qualified childcare in the security of the family's own home. **Parents only pay for the hours they use**, with no holiday fees.

Parents may also use Childcare Vouchers or Tax Credits to help reduce the cost even further. The service will be particularly beneficial for parents working unconventional hours and for those with children with special needs and/or disabilities. Larger families will also benefit as parents pay by the hour, rather than per child.

Jenny and Fergus McGivern have struggled to find suitable childcare since the birth of their son Joseph, just over a year ago. Jenny has recently signed up to access the Approved Home Childcare service, she commented; *"This is a brilliant service and so perfectly fills the gap in the market that we had been struggling to fill on our own! It means so much to us and is such a relief; a real answer to our prayers"*

## Making a better deal for working parents

Employers For Childcare Charitable Group strives to make it easier for parents with dependent children to get into work and stay in work. They

carry out ground-breaking research relating to childcare and work-related issues, and lobby Government for a better deal for working parents.

They have also been campaigning for self-employed parents, that are not on PAYE, to be able to avail of the benefits of Childcare Vouchers, which is currently not the case.

Tax Credits and Childcare Vouchers, neither of which come off the Northern Ireland block grant, are two ways to help bring down the cost of childcare.

Currently in Northern Ireland there are only 16,600 parents claiming the childcare element of Working Tax Credits and approximately 10,000 parents using Childcare Vouchers. With 211,000 families with dependent children in Northern Ireland, that means there are only 13% of families claiming what that they are entitled to. This means **missed Tax Savings worth millions of pounds** for our local economy, with parents being the biggest losers.

## Don't let rising childcare costs stop you from achieving your career goals

Although the childcare element of Working Tax Credit is means tested, Childcare Vouchers are not. This means that as long as your employer signs up to the voucher scheme, you could be saving over **£900 per year** on your childcare costs. It's open to both mums and dads, which means

potential **family savings of over £1,800 each year.**

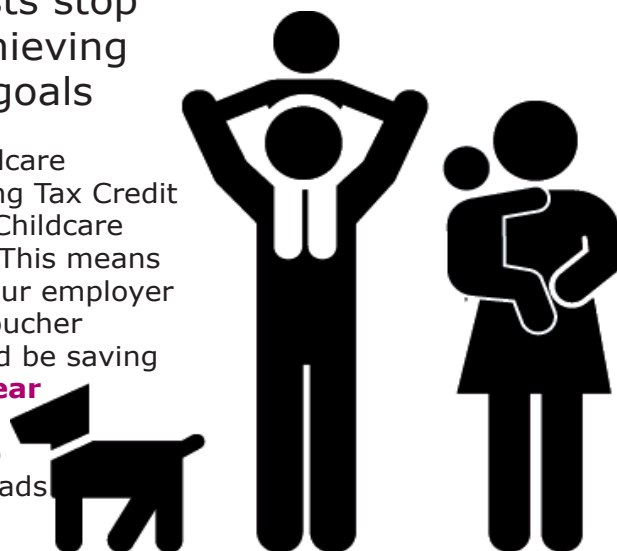
Childcare Vouchers are a cost-saving employee benefit, available to all working parents throughout the UK.

It is a Government scheme, implemented through the employer's payroll.

Put simply, working parents can swap part of their salary to contribute towards their childcare costs. Each parent could save over £900 per year because the amount they swap is deducted from their salary before tax and National Insurance is applied.

The employer also saves money because the amount each parent swaps from their salary is exempt from employers' NIC. So it really is a win-win!

For further information call freephone 0800 028 3008 or email [business@employersforchildcare.org](mailto:business@employersforchildcare.org).





Ernst & Young  
Entrepreneur  
Of The Year®



# do you have what it takes?

In this, the 15th anniversary year of the Ernst & Young Entrepreneur Of The Year® Programme in Ireland, the incredible achievements made by this island's community of exceptional entrepreneurs have once again raised the standards of excellence that are energising, inspiring and fuelling the growth of new and established businesses across Ireland - North and South.

Watch out for the Entrepreneur Of The Year television series airing this October on RTÉ One and available online on [www.eoy.tv](http://www.eoy.tv)

The Ernst & Young Entrepreneur Of The Year Awards takes place on Thursday 25th of October in Dublin.

For more information on the Awards night or the Entrepreneur Of The Year Programme please contact a member of the EOY Team on +353 1 221 2250 or [eoy@ie.ey.com](mailto:eoy@ie.ey.com)

CALL **+353 1 221 2250**  
VISIT **[www.eoy.tv](http://www.eoy.tv)**

**ERNST & YOUNG**  
Quality In Everything We Do



[www.facebook.com/EOYIreland](http://www.facebook.com/EOYIreland) [www.twitter.com/EOYIreland](http://www.twitter.com/EOYIreland) [www.youtube.com/user/eoyireland](http://www.youtube.com/user/eoyireland) [www.linkedin.com/in/eoyireland](http://www.linkedin.com/in/eoyireland)

In association with:



Building Locally  
Competing Globally







# Ernst & Young Entrepreneur of the Year Programme

## Celebrates 15 years in Ireland.

Acknowledging the past, acclaiming the present and inspiring the future of entrepreneurship across the island of Ireland...

Established by Ernst & Young in 1998 as part of an all-island initiative to acknowledge, acclaim and inspire the contributions made by Ireland's entrepreneurs to the wider global economy, in the 14 years which have since passed, the Ernst & Young Entrepreneur Of The Year® Programme has gone from strength-to-strength to become one of the most eagerly-anticipated events on the international business calendar.

Emanating from an exciting and diverse range of industry sectors that range from Food Production and Pharmaceuticals; Engineering and ICT; to Healthcare, Recruitment, Mining and beyond, at the heart of this evolving and prestigious network of globally-

based winners and finalists - currently comprising in excess of 300 entrepreneurs - are Northern Ireland's most talented and inspirational female entrepreneurs.

Over the past 15 years, several enterprising women from across Northern Ireland have made it to the competitive final stages of the Entrepreneur Of The Year™® Programme. Most recently in 2011 these have included: Managing Director of Homecare Independent Living, Armagh's Mairead Mackle and the creator and driving force behind the globally-successful Bubblebum brand, Derry woman Grainne Kelly.

By possessing the entrepreneurial vision to see far beyond domestic markets and realise the vast, international potential of their respective businesses, the ever-increasing pool of exceptional women at the helm of some of

our most successful enterprises are key to the commercial success of thousands of businesses across Ireland, their myriad of talents critical to accelerating the much-needed recovery of our island's economies. Each year, the Ernst & Young Entrepreneur Of The Year® Programme Programme strives to attract an ever-increasing number of nominations from female business leaders who are committed to engaging, motivating and inspiring the next generation of global entrepreneurs, and the 2013 Programme will be no different. The Entrepreneur Of The Year® Programme calendar of events is designed around three specific pillars.

**ACCLAIM** – In conjunction with our valued sponsors and media partners we aim to bring entrepreneurial success stories to a

wider audience and help inspire the next generation of entrepreneurs.

**COMMUNITY** – Our network of over 300 entrepreneurs form an entrepreneurial support network which consists of the most innovative and successful entrepreneurs based both on the island of Ireland and internationally. This network is valued as a personal and business development tool which assists members to grow their businesses and achieve goals at an exponential rate.

**CHALLENGE** – As part of the programme finalists and EOY alumni participate in a number of events and activities which expose them to new ideas and innovative thinking – including speaker series from world leading companies such as Apple and Facebook, world class executive education from Stanford, Berkeley and Singularity universities, field trips and networking events.

By introducing participants to an environment that champions innovation, nurtures entrepreneurial progression and challenges finalists to be at the cutting edge of international business, this prestigious global business awards programme continues to stimulate economic growth, creating an exciting new vista of prosperity and hope in the process.

Each October, all finalists, their guests and other luminaries of the entrepreneurial community gather at a celebratory Entrepreneur Of The Year™ banquet that is broadcast to a worldwide audience via RTE Television and online.

The overall winner then goes on to represent Ireland at the World Entrepreneur Of The Year™ finals in Monte Carlo, where he or she competes with over 55 country winners for this prestigious global title.

If you have what it takes to be at the cutting-edge of international success and wish to join one of the world's most exceptional communities of business leaders, log on to [www.eoy.tv](http://www.eoy.tv) today and learn how you too could soon become a part of this incredible global success story...



*"Having witnessed the benefits to other entrepreneurs of taking part in the competition and ultimately joining this unique all island business club, I would encourage any female entrepreneur with ambitions to grow their business to enter the 2013 Ernst & Young Entrepreneur of the Year Awards, the benefits and support are first class."*

**Margaret Hearty**, Director of Programmes and Business Services at InterTradeIreland.

# Coaching, Mentoring or Consulting

And the difference is...?!



Having established Directus Training and Consultancy in 2002, I had a very strong view in the services I would offer. Training and consultancy services for SMEs (small and medium enterprises) on the island of Ireland. To coin a phrase "simples!" However during the last 10 years new terms for what I do have come into the mix, namely mentoring and coaching.

So what do I really do and what's the difference in all three terms? Let's talk consulting first. Consultants are normally hired for one of two reasons: either as a means of "outsourcing" specific functions or to access a body of knowledge and expertise not generally available within the company.

So if you need a business plan or a piece of market research or communications plan (or similar!) completed call a consultant!

## COACHING AND MENTORING

You call it "coaching," I call it "mentoring." Even some coaches use the terms interchangeably! However, coaching and mentoring involve different approaches to executive and leadership development.

## SHARED ASPECTS

Both coaching and mentoring will involve a one-to-one relationship between you and an advisor in a professional setting. What is said or recorded is of course confidential and should serve a number of purposes.

I have found that with many clients that whatever we may call it, the key aspect is I'm a sounding board. Sometimes being in business can be a lonely place so working with another professional can serve the client by providing the opportunity to bounce ideas around or unburden some business problems. The coach or mentor will provide inspiration, encouragement, and motivation. They listen first and assist you to stay on track with your most vital priorities and objectives. Coaching will therefore normally focus on outcomes that can be attained in a relatively short period (usually three to six months), so I generally send my clients away with a list of "To do's." Coaching is therefore structured to achieve optimal results in a minimum amount of time. And to mentoring?

I suppose we're simply talking a longer running relationship! Mentors frequently double as executive coaches. They also serve as confidants, sounding boards, supportive listeners, guides, and tutors. Whatever the term, I hope that through the process you receive support to enable personal development and business growth and a sense that you're not always alone through your business (ad)venture!

In summary....companies hire consultants to bring them solutions. The purpose of coaching and mentoring is to help people uncover and implement their own solutions.

*Rosemary Morrison*  
Directus Training and Consultancy  
(Business Coach and mentor!)

*Rosemary has been working closely with WIBNI for the last 4 years and is mentoring clients through the Women into Business Programme. For further information on this programme or to arrange a 1-1 coaching appointment, contact her on 077 3210 4364.*

# The Art of Business

## Ulster Bank Belfast Festival at Queen's

With the 2012 Ulster Bank Belfast Festival at Queen's fast approaching Women in Business caught up with Festival Director, Shan McAnena who has the job of organising what will be the 50th Belfast Festival at Queen's. As Shan comments, "With over 130 different acts and events taking place all over the city during the 17 days this is going to be a huge celebration for all to enjoy."

Born in Northamptonshire, Shan initially studied languages and had a brief flirtation with the film business before studying history of art at the Courtauld Institute in London. She managed two commercial contemporary art galleries in London before moving with her family to Northern Ireland in 1992. "I started my life in Northern Ireland working with the National Trust as Property Manager at The Argory and Address House in Co Armagh and have to say this was a superb way to be introduced to life here."

Shan's passion for the arts led her to the role of Deputy Chief Executive of the Northern Ireland Film Commission in 1997 with a responsibility for cultural film production, exhibitions and for promoting emerging local talent. In 2001 she became Curator of Art at Queen's University, Belfast and was the founding Director of the Naughton Gallery at Queen's, establishing it as Northern



Ireland's only accredited university museum in 2004 and winning the prestigious Times Higher Education Award for innovation and Creativity in the Arts in 2008.

This strong and diverse arts pedigree has been a great foundation for the diverse and challenging role as Director of Ireland's largest and most prestigious arts festival. "I am enjoying the challenges involved overseeing a festival of this size and quality. The vast range of acts both local and international and the quality of performers is breath-taking. It is going to be one big celebration and is only possible thanks to the support of our key sponsors and partners."

For details on the 2012 Ulster Bank Belfast Festival at Queen's log on to [www.belfastfestival.com](http://www.belfastfestival.com).





# Anticipation is High

## for Deloitte Best Managed Companies Awards Programme

With momentum gearing up towards the 2012 Women in Business Awards, partner Deloitte's business awards programme will recognise quality companies across the island of Ireland early next year which have demonstrated superior business performance.

The winners over the first four years of the programme have total revenues of over 10 billion and employ over 24,000 people, emphasising the importance of indigenous companies to the economies of both Northern Ireland and Ireland.

The only awards programme that considers companies from every perspective and evaluates the management practices of companies, the Best Managed

Companies judging panel will take a holistic view of the companies, their performance in relation to their peers, and the industries that they are operating in, in order to determine management success.

Having been awarded the Best Managed Companies status for the last three successive years, local business Wilson's Auctions recognises the benefit the process, now in its fifth year, can bring to the business. Rebecca Wilson, Head of Corporate Services, said "The award for the Wilsons Auctions team has been worn as a badge of honour due to the fact that the Deloitte brand is so recognisable and is held in high regard with our customers across Ireland the UK and further afield."

"The award for Wilsons Auctions has added a real accreditation to our family run business, it has focused the minds of our senior management team to the importance of strong business processes as well as clear and defined business strategies."

Glenn Roberts, Senior Partner from Deloitte Belfast said "Entries to the 2012/2013 Awards Programme have been of an extremely high standard and we are anticipating another strong showing from Northern Ireland businesses."

For further information and details of how to enter the awards, visit [www.deloittebestmanaged.ie](http://www.deloittebestmanaged.ie).



## HELLO BELFAST

OPENING SOON

MEXX

ARTHUR STREET, BELFAST  
JOIN US FOR THE LAUNCH OF OUR NEW STORE THIS OCTOBER

MEXX.COM

# Endeavouring to Get IT Right!

Every organisation should identify where technology could reduce administration



Lee Surgeoner & Bláithín Surgeoner

Hi! I'm Bláithín and I'm a partner in Endeavour Information Solutions, an IT business based in Belfast. Endeavour was established by my husband Lee and I in 2010. We offer a complete range of IT services to organisations in Northern Ireland and beyond. These services include infrastructure support, software development and IT training. My role in the business centres round software development using

Microsoft Technologies as well as Sage customisation but any solution that we develop is designed to offer value for money as well as improve business efficiency.

Having spent 20 years as a Chartered Accountant, I believe that it's really important that every organisation looks at its business processes to identify where technology could reduce administration thereby allowing staff to concentrate on business growth and reducing the cost of overheads. I encourage our clients to ask "If only.....". For example "If only I could select my customer and the address would magically appear in my Word document" or "If only I could see all the phone calls, emails and correspondence that we have had with our customers before I contact them". That's where technology can help

and I enjoy providing solutions that can address these issues.

Endeavour is a member of the Microsoft Partner Network with a gold competency in providing solutions using Microsoft SharePoint as well as 5 silver competencies in areas including Virtualization. We use Microsoft SharePoint to provide companies with an internal document management solution which can then be extended to include our Microsoft Office Add-Ins for fast and efficient production of Microsoft Office documents with built-in automation as well as direct links to Microsoft SharePoint for storage. We also provide intranets using Microsoft SharePoint for storing company policies as well as customising workflows for holiday approval requests and other tasks which would benefit from automation and workflows.

In addition to the internal solutions that we provide, we also use Microsoft SharePoint to develop externally-facing websites with full content management functionality. If you want to see a good example of how a Microsoft SharePoint site can be customised, have a look at [www.ferrari.com](http://www.ferrari.com), not one of our websites unfortunately! Finally we offer extranets built on Microsoft SharePoint where selected internal data can be shared securely with approved external parties.

*We offer a free IT consultation to businesses so if you have any "If only..." thoughts, give me a call on 028 9048 8660 or email me at [blaithin@endeavour-is.com](mailto:blaithin@endeavour-is.com). Alternatively come and chat to me at one of the many Women in Business events that I attend.*

## How Do You Drive Sales Today?

With Microsoft Dynamics CRM Online you will be able to drive sales productivity and consistent best practices for **£22.75 Per User\***



### Improve sales planning and management

Streamline and automate your sales processes and enable sales people to create a single view of the customer to help ensure a shorter sales cycle, higher close rates, and improved customer retention. Microsoft Dynamics CRM business software gives sales professionals fast access to useful data online or offline so they can work efficiently and spend more time selling.

### Optimise your sales efforts

Take advantage of a highly intuitive interface and embedded Microsoft Office capabilities to increase time with customers, shorten sales cycles, increase close rates and achieve real-time insight, all from within Microsoft Outlook.

### Contact us now

For more information on how Microsoft Dynamics CRM and our other ICT solutions could help your business call us on 028 9048 8660, or visit us at [www.endeavour-is.com](http://www.endeavour-is.com) to arrange a free consultation.

**\* Subscriptions are based on a 12 month contract of £22.75 per user, per month for the online version of Microsoft Dynamics CRM. On-premise versions and pricing for Microsoft Dynamics CRM are available on request.**



**A:** Unit 6B Weavers Court Business Park, Belfast, BT12 5GH **T:** 028 9048 8660 **W:** [www.endeavour-is.com](http://www.endeavour-is.com) **E:** [solutions@endeavour-is.com](mailto:solutions@endeavour-is.com)

All rights are reserved. Microsoft is a trademark of the Microsoft group of companies, all other trademarks are property of their respective owners.



# Promotional Products: Impact, Exposure and Influence

Once again we see statistically how well promotional products can help to market your business.

In these days of economic hardships savvy advertisers look for media with reach, recall and a low cost per impression. When it's comes to Promotional Products the results really do measure up!

Out of 536 business people surveyed\*, 71% had received a promotional gift in the last 12 months. Moreover 33.7% of them had the item on their person at the time of survey. It's a big difference for paper based ads with 80% of participants having read a paper in the last week but only 53.5% of them being able actually able to recall a single advertisers name.

Of those who had received gifts, 76.1% of the respondents could recall the advertisers name and a staggering

52% of them had gone on to do business with the advertiser. They also kept the merchandise with 55% of participants keeping their promotional gifts for over a year with products that had a perceived use being the top scorers over attractiveness and perceived high value. In summary promotional products furnish advertisers with advantages that may not be available in other media. They produce a high recall rate and allow repeated exposure to the advertiser because of the length of time an item is kept. Additionally the advertiser has raised brand awareness with 53.1% of participants reporting a more favourable impression of the advertiser.

Purple Promotions can help you

build your brand awareness with carefully selected and high quality promotional gifts. Whether it's for a mailing campaign, exhibition, conference or simply to say thank you, Purple Promotions can help. We offer a personal service, tailoring the items to your company, budget and target audience.

So why not visit [www.purple-promotions.net](http://www.purple-promotions.net) or call 028 9261 3411 for more information on our current range and specials offers.

*Whatever you need,  
we've got it covered!*



PROMOTIONAL MERCHANDISE FROM



**10% DISCOUNT**  
for Women In Business Members  
Simply quote WIB12 for your immediate discount



Call today for a **FREE** no obligation quote on  
**028 9261 3411**  
or email [nicki@purple-promotions.net](mailto:nicki@purple-promotions.net)  
[www.purple-promotions.net](http://www.purple-promotions.net)



C R A N M O R E  
EXCELLENCE IN DENTISTRY



from  
**£80**  
per month

# EXPERIENCE INVISALIGN STRAIGHTENING AT CRANMORE

The clear alternative to braces

## Book a complimentary consultation

- No deposit required
- Complimentary whitening
- Multi-award winning practice

15 Windsor Avenue Belfast BT9 6EE T: 028 9038 1822  
97 Brunswick Road Bangor BT20 3DW T: 028 9127 0634

E: [info@cranmoredental.com](mailto:info@cranmoredental.com)

[www.cranmoredental.com](http://www.cranmoredental.com)





# Regain that winning smile

Experience Invisalign straightening at Cranmore - the clear alternative to braces!

Invisalign is a revolutionary alignment system which has been used by many celebrities and sportsmen to create their desired smiles. It is capable of correcting a variety of orthodontic concerns including teeth which are crooked, crowded or with gaps. In particular, the attraction of this system is the ease with which it can slot simply and easily into your daily routine, without any fuss or embarrassment. If it weren't for the remarkable way Invisalign gradually transforms smiles, you'd hardly even notice you're having treatment. As the Invisalign aligners are transparent and difficult to detect when worn, they allow you to straighten your teeth without feeling self-conscious. However should you have an important meeting or event coming up that's causing concern, you can always remove the aligners for that short space of time without affecting treatment.

THE INVISALIGN SYSTEM STRAIGHTENS YOUR TEETH WITH A SERIES OF CUSTOM MADE CLEAR ALIGNERS WHICH:

- are comfortable and virtually invisible;
- gently and continuously move your teeth in small increments;
- are worn for about two weeks, then you switch to a new set of aligners;
- can be removed for eating, brushing, flossing or a special occasion.

#### BENEFITS OF INVISALIGN:

- Designed to accurately predict when you will complete your treatment.
- You may experience improved periodontal health through better dental hygiene during treatment.
- No metal allergies caused by metal due to brackets and wires.
- Greater treatment visibility and easier planning with the unique Invisalign treatment planning software.
- Custom manufacture means a tailored match to your teeth, for reduced irritation and fewer scratches.

*Cranmore is a multi award winning dental practice which has been named UK Practice of the Year 2011, Irish Practice of the Year 2012 and UK Aesthetic Practice 2012. It is the only practice in Northern Ireland to be a member of the Leading Dental Centers of the World. Don't delay - discover your bespoke smile at Cranmore.*

# Miglio Designer Jewellery



**Miglio Designer Jewellery** has become established as an international brand, with a growing global network of independent consultants. Building on the principles that the company was originally founded as a means by which people of all ages, backgrounds and experience could run their own business, Miglio's success is shared by all its jewellery consultants.

Exceptional jewellery made from top quality materials, using skilful manufacturing techniques and craftsmanship, by design creates a unique and a versatile collection. The stunning colours of the semi-precious stones sit beautifully next to the Swarovski crystals set in electroplated silver or bronze.

Regularly introducing new collections that are designed to complement

each other, we are very excited to introduce to the Winter 2012 jewellery collection new Miglio Designer Belts, made from the finest Italian leather that are emblazoned with bold and interchangeable buckles. These are sure to lend flair and definition to any outfit.

Whether you are looking for a full time career, a part time job or just a little extra money, then the Miglio Business Opportunity will suit. Miglio creates the most flexible social selling business for the new style entrepreneur. With minimal investment, the support of a dedicated and passionate team at Miglio, amazingly versatile jewellery, online training and marketing material- all it takes to be rewarded for excellence is your enthusiasm and passion for Miglio Jewellery.



*Miglio jewellery is on display at the showroom at  
Glenalmond, 60 Quarry Road,  
Belfast BT4 2NQ and is available to view by appointment.*

**For further information please contact;  
Rebekah Patterson, Executive Sales Manager (NI & Ireland)  
02890763683/ 07736131044/ rebekah.miglio@gmail.com**

**MIGLIO**  
DESIGNER JEWELLERY

[www.miglio.co.uk](http://www.miglio.co.uk)





# Learn 2 Earn – Helping you do the business...

Learn 2 Earn, part funded by the European Social Fund, The Department for Employment and Learning and Belfast City Council, is an exciting programme for individuals who are interested in setting up a business in hospitality and catering.

It is ideally suited for someone who has a firm business idea would gain advantage from accessing specialist training and support from an experienced team of hospitality and business consultants to turn their idea into reality. The programme offers a range of hospitality and business support clinics and 1:1 mentoring

in key functions such as menu planning, food hygiene, local sourcing, finance, process improvement, marketing and staff recruitment and management. The programme is offered free of charge and offers financial support for childcare and transport provision. To be eligible for this programme participants must be unemployed or economically inactive.

For more information on the programme which commences early October contact Fergal Collins, TIME Associates, on 028 90667557.

gain advantage from accessing specialist training and support from an experienced team of hospitality and business consultants



## GAINING THE SKILLS TO EARN A CRUST!

- Ever been told you are a good cook?
- Ever wonder if you could make a living from your talent in a hospitality trade?
- Does the idea of running your own catering business appeal to you?

Yes, Maybe, Not sure – but would like to find out more?  
Why not sign up for Learn 2 Earn...

## RECRUITMENT TAKING PLACE NOW!

The Learn 2 Earn programme offers a practical programme of specialised support for individuals planning to start up a hospitality related business. The programme, will launch early October 2012, offers hospitality master classes, business development clinics and tailored 1:1 support.

To be eligible for this programme participants must be unemployed or economically inactive.

For further information or to register please contact:

Fergal or Joanne, TIME Associates Call 028 9066 7557 or email [fergal@timeireland.com](mailto:fergal@timeireland.com)



This programme is part funded by the European Social Fund and the Department for Employment and Learning and Belfast City Council

womeninbusinessni.com

# Mash Direct tops the podium with three Great Taste Gold Awards.

This year over 8,000 food products were blind-tasted by panels of specialists: top chefs, cookery writers, food critics, restaurateurs and fine food retailers. The judges were looking for great texture and appearance, quality of ingredients and how well the maker has put the food together. The experts must unanimously agree the food delivers that indescribable 'wow' factor, Mash Direct picked up Gold Star Awards for their Potato Cakes, Green Cabbage and the traditional family favourite - Colcannon. The vegetables are all grown, steam-cooked and packed with pride on the family farm, located on the shores of Strangford Lough in Co. Down, Northern Ireland.

## MASH DIRECT ACHIEVES GLUTEN FREE STATUS

Mash Direct have just received Gluten Free accreditation for seventeen products within the range and strive towards

gluten free status for the remainder of the products. Mash Direct has reacted quickly to many customer requests highlighting current dietary needs and are now delighted to offer a wide variety of foods to gluten intolerant sufferers.

## TAKE A MASH POT MOMENT... ANY TIME OF THE DAY

Mash Pots offer a significantly healthier and wholesome alternative to most sandwiches, subs and microwave burgers. Available in three varieties: Bangers & Mash with Sweet Onion Gravy; Carrot and Parsnip Mash with Bacon; Creamy Bubble & Squeak (suitable for vegetarians.) Mash Direct's award-winning, steam-cooked and gently mashed root vegetable accompaniments are already Brand leaders in the retail market - the addition of sausages and bacon to this range provide the ultimate nourishing 'comfort food'. Simply 'Good Food - Fast'.

**MASH DIRECT**  
Cooked fresh on our Farm

**The perfect meal solution...**

A choice of over 20 delicious meal accompaniments. Lovingly prepared using traditional vegetable varieties, steam-cooked on our farm and bursting with flavour. With the taste and texture of good home-cooking and free from artificial additives.

Fresh. Convenient. Delicious. Nutritious.

[www.mashdirect.com](http://www.mashdirect.com)

# Growing from the inside out.

## Notes from the Drawing Board...

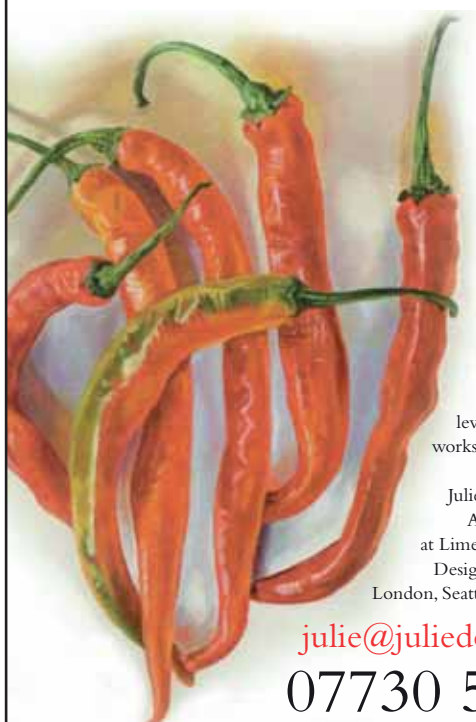
Julie Douglas has been teaching drawing and painting for over 20 years and her involvement with students from all levels of experience (beginner to professional) over all that time has taught her much about how we all learn. The notion of Life Long Learning is often misunderstood to be about improving or redirecting a career, but in the best sense it actually means improving our quality of life - discovering new things and hidden skills broadens our minds, opens us up to new possibilities, and makes us more optimistic, even if it's just for the duration of a class. But enthusiasm and optimism are infectious and will uplift all aspects of life. Spending short periods of time focusing on something outside of work, that takes all of our concentration in a personal me-centred way, that uses our brain and is fun at the same time, makes us happier. (A happier Boss, happier Mum, happier daughter/ sister/self). And if we're happier, then we're going with the flow. Let Life Long Learning



mean, learning about ourselves so that we are being the best Me that we can Be. Julie holds small classes, of around eight students (even some BYOB classes, which are very funny), from her studio and students bond with each other in ways they'd never have expected. People from all walks of life - young mothers, doctors, scientists, teenagers, grandparents - get busy tackling the day's drawing subject, all equally nervous and striving to improve their drawing and painting skills. The wonderful thing as a teacher is appreciating that the desire to draw is so strong - everyone, it seems, no matter how awful they think they might be at it, would like to be able to draw and play the piano... And now, you can.

*Weekly drawing and painting classes and weekend workshops in Drawing, Water Colour, Oils, Portraiture and Portfolio Preparation. For further information call 07730 560 517 or visit Julie's blog [www.juliedouglas.com](http://www.juliedouglas.com) [drawingpaintinglearning.blogspot.com](http://drawingpaintinglearning.blogspot.com)*

### CLASSES IN DRAWING WATER COLOUR & OILS



**Bookings being taken now for weekly courses, morning & evenings.**

Julie has 20 years teaching experience and runs a very popular programme of courses suitable for all levels, including weekend workshops. Classes are small, relaxed and friendly. Julie is a Tutor for London Art College and teaches at Limerick School of Art and Design. She has exhibited in London, Seattle, Atlanta and Dublin.

[julie@juliedouglas.co.uk](mailto:julie@juliedouglas.co.uk)  
07730 560517

[www.juliedouglas.co.uk](http://www.juliedouglas.co.uk)





# Loss of colleague inspires volunteers

## Madeline Donaghy remembered in marathon event

On 20th June 2012, over 30 members of staff from O'Reilly Stewart Solicitors took part in the Lisburn 3k, 10k and half marathon in memory of their colleague Madeline Donaghy, and raised over £3,000 for Northern Ireland Chest Heart and Stroke to help with research into stroke related illnesses. Linus Murray, staff partner said "Our practice manager, Madeline Donaghy sadly passed away in June 2011 from a brain aneurysm at the age of 42. She was a great friend and work colleague and is hugely missed by everyone. She was a very special person who lived life to the full and we wanted to do something special in her memory".

O'Reilly Stewart have also set up a memorial prize as part of the graduation ceremony at the Institute of Professional Legal Studies at Queen's University. The Madeline Donaghy Practice Management



Memorial Prize will be awarded to the solicitor student who attains the highest mark in the Practice Management Course. Linus Murray said "This is very fitting as one of

Madeline's greatest strengths was practice management. In 2009, we moved to new state-of-the-art office premises in May Street, Belfast, which was a huge undertaking.

Madeline's hard work and skills ensured that we were able to close the old premises at 1pm on the Friday and be fully operational in the new building by 9am Monday!"

O'REILLY  
STEWART  
SOLICITORS

## Insight. Expertise. Resolution. A legal practice leading the way.

O'Reilly Stewart is one of the leading law firms in Belfast and Northern Ireland. That means you can be sure you're getting the best possible, professional advice; a top quality personal service; and value that is second to none. Our service includes:

- Road Traffic Litigation
- Commercial & Residential Property
- Medical Negligence
- Dispute Resolution
- Education
- Employment Law
- Judicial Review
- Matrimonial
- Insolvency
- Licensing

For more information, call Clare Templeton or Judy Rose on 028 90 321 000

Courtside House, 75-77 May Street, Belfast BT1 3JL [www.oreillystewart.com](http://www.oreillystewart.com)

# Help us celebrate

## the work of Marie Curie Nurses across Northern Ireland



The Marie Curie Nursing Service helps people who are approaching the end of their lives to remain at home if they wish to, through its network of Marie Curie Nurses who provide nursing care at home. Care is free to patients and families.

### CARING FOR PATIENTS AT HOME: A NURSE'S PERSPECTIVE

Marie Curie Nurse, Ann Brady, talks not only about caring for patients and making them comfortable in their final days, but also about offering emotional support to their families.

She's able to give patients reprieve from physical symptoms and emotional turmoil, while providing their families with essential respite. She feels privileged to build strong connections over the course of a shift: "We arrive as strangers and we leave as friends."

Anne's care extends beyond physical nursing care to less tangible support: listening to patients' concerns as they reflect on their lives, giving much-needed hugs and providing healing laughter at a difficult time.

### MARIE CURIE HOSPICE, BELFAST

Marie Curie Hospices are vibrant, homely places offering a range of different activities and services to help people with terminal cancer and other life-limiting illnesses achieve the best possible quality of life. Care is free to patients and families.

Marie Curie work in partnership with other professionals involved in a patient's care, such as their GP, District Nurse, hospital consultant and palliative care nurse. A full team of professionals

including specialist nurses and doctors, physiotherapists, occupational therapists, complementary therapists, social workers and a chaplaincy service is available to all patients.

Take part in Marie Curie Cancer Care's portfolio of fundraising events and raise money to help our nurses care for more terminally ill people in your area. The money raised will help care for patients at the Marie Curie Hospice, Belfast and support local Marie Curie Nursing Service, which cares for people with terminal illnesses in their own homes.

Suzy McIlveen, Member of Women in Business NI; Regional Fundraising Events Manager for Marie Curie Cancer Care, Northern Ireland  
[suzy.mcilveen@mariecurie.org](mailto:suzy.mcilveen@mariecurie.org)  
 uk / 90 88 20 27



**Ladies, do please join us...**  
**Ladies Driving Challenge, Kirkistown Racing Circuit – Saturday, October 13th**

<http://www.mariecurie.org.uk/en-gb/events/adrenaline-experiences/ladies-driving-challenge-northern-ireland-8972/>



With your help...  
 £20 pays for a Marie Curie Nurse for one hour in a patient's home...  
 £70 buys two nurse's uniforms  
 £226 pays for Marie Curie's contribution to the cost of caring for an in-patient in the hospice for a day.



# Mahvash Interiors

On Saturday 30th June local business woman Mahvash Graham had an open day at Mahvash Interiors Studio in Gawley's Gate, following the success of the open day last October.

Women in Business NI member Mahvash Graham had an open day recently at Mahvash Interiors Studio in Gawley's Gate, where her studio introduced new collections from Zoffany, Warwick, Baker and Mulberry, to name just a few.

Green Ireland artist Mary KPakra exhibited her new and exciting prints which she was inspired to paint from trips she has made in her life to different parts of the world.

The artist Elvrah was also there to debut her inspired traditional embroidery artistic pictures. In addition, local business woman Heather Loudon introduced her jewellery business 'Andora' for the first time to the studio.

Following the successful event Mahvash said "I work with fabrics, with a view of creating right mood for the customers living space as different styles stems from fabrics, and materials of variety of texture, feel and colour. This year it's been great to have support from other local businesses and I was happy to host another successful open day".

Mahvash Interiors studio has

been set up with modern and traditional designs which cater for all designed styles and budgets. At each corner of the studio different room settings have been created to demonstrate possibilities and inspire new ideas for those who visit.

The studio of Mahvash Interiors remains open for visitors with an added 10% discount for all orders placed in September. She invites you to arrange a consultation by calling the following on number- 07515497421 or 028 92652572. You can find Mahvash Interiors at [www.mahvashinteriors.com](http://www.mahvashinteriors.com)



I work with fabrics, with a view of **creating right mood for the customers** living space as different styles stems from fabrics, and materials of variety of texture, feel and colour.



# Ladies, YOU are the most important asset you have!

And as is commonly known, women have a tendency to put themselves last; therefore it is not surprising that:

- 59% of women have NO life cover
- 84% of women have NO critical illness cover

All business owners know the importance of getting sound and appropriate Financial Advice.

#### THIS BENEFITS US WITH:

- Tax planning - getting the profits from your business into your name with minimum tax
- Director's benefits – retirement planning - if over age 55 you do not need to retire to start taking pension benefits – it's possible to lock in a potential higher rate of pension income now
- Employer responsibilities – the new upcoming Pension Reforms which WILL affect All Employers in some form

#### BUSINESS PROTECTION

Cover to provide capital to run your business following the illness or death of a key person in your business

- Cover to buy out the family of a deceased share holder – thus maintaining your control of your business
- How would your business and family survive financially if you became ill and needed extended time off to recover, or worse still, if you or a business partner or share holder died prematurely?

Although it's not an easy topic to consider we must be real about the threats to our financial security and the future of our businesses.

Life and critical illness cover has never been more affordable. Women need to buy now – rather than be uninsured and risk paying more for it later. After the 21st December 2012

the cost to put life cover in place is going to increase for women by up to 15% (source Bright Grey). This is as a result of a gender equality ruling from the EU.

#### THE IMPORTANCE OF CRITICAL ILLNESS COVER.

Cancer diagnosis has a devastating effect on both the individual affected and their entire family unit. Unfortunately, the number of people diagnosed with Cancer is increasing each year. The good news is that 83% of women survive breast cancer; however, 91% of cancer patients suffer financial problems following diagnosis. The solution is Critical Illness insurance – it pays you a lump sum if you are diagnosed with any of a wide range of illness which includes Cancer, Multiple Sclerosis and Heart Attack. These three illnesses account for the top three payouts for women's claims.

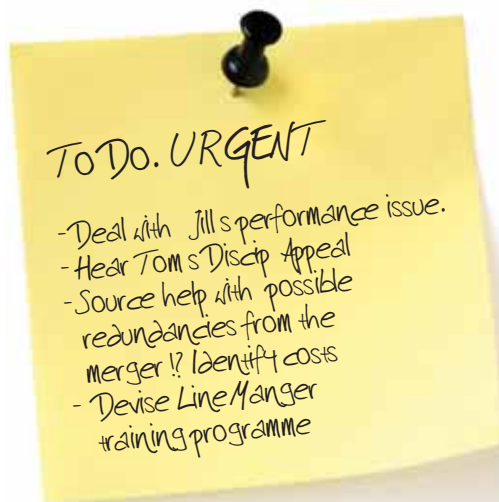
I would urge ladies to act now, to



Donna Smyth, O'Toole & Associates LLP  
Chartered Financial Planners &  
Independent Financial Planners

ensure they are getting themselves covered at much lower costs than those who wait until next year."

Contact us on 028 44 851566 and we will research the best rates for your protection (You already insure your home and car and you are more important than those!)



## momentumhuman capital

Owned & managed by Louise Simpson, MCIPD, momentumhuman capital helps businesses deal with change on strategic, structural and individual levels.

We specialise in strategic advice and practical support at owner/director level on the human capital issues and costs of acquisitions, mergers, restructure and redundancy.

We provide bespoke Management training programmes to suit organisational needs and assist with individual employee performance and overall staff engagement issues.

### Could your 'To Do' list benefit from some specialist HR support?

Do you currently have challenges in relation to performance management, disciplinary or grievance matters, restructure & redundancy issues, employment law compliance or management training and development ?

If you do then please contact momentumhuman capital, - in confidence and without obligation - to see how we can help your business

e: [louise@momentum-hc.com](mailto:louise@momentum-hc.com) m: 07790018617 e: [info@momentum-hc.com](mailto:info@momentum-hc.com)



# Digital Marketing

The not so secret ingredients for a successful website.

The Web Bureau, one of Northern Ireland's leading web design, development and digital marketing companies, recently ran a series of daily tips through its website revealing how businesses can achieve a successful website in just 31 days.

Denise Cowan, Digital Marketing Manager at The Web Bureau and host of our Digital Marketing masterclass in September, lets WIBNI members in on a few top tips to achieving online triumph. Too often we hear online merchants asking: 'How can I drive traffic to my website and increase conversions?' or 'What makes a successful website?' or 'How can I improve sales on an e-commerce website?'

The answer for many is that they are not taking advantage of the abundance of digital marketing techniques available to us. Whilst this is an ongoing process and the help of a professional is required by many, there are several steps you can take to kick start the process on a small budget and with limited expertise.

## WHERE IS YOUR AUDIENCE?

Where do your customers go online? Facebook? YouTube? Find them and

take a strategic approach in targeting them with content that is appropriate for their online behaviour. For example, if they are active YouTube users, they will receive video content about your brand as well.

## MAKE IT MOBILE

How does your website look on a Blackberry? Or on an iPhone? Mobile and tablet customers are a growing audience and should not be ignored. Through Google Analytics you will be able to determine which device is most commonly used to access your website.

## OPTIMISE ORGANICALLY

Adopt search engine optimisation (SEO) techniques to optimise your website organically. Other avenues can include Pay-per-click advertising, social media networks, image sharing websites and price comparison websites. Search engine

optimisation is a long-term strategy but nonetheless a very successful technique that should be carried out and reviewed continuously.

## FEED THE BEAST

Google is one content thirsty search engine. So feed it! Devise a Content Marketing Strategy to ensure new, topical content is uploaded frequently to your site. You have to keep your customers interested to keep Google interested. If content isn't refreshed, Google will stop feeding your site into its search engine results pages. Have you thought about adding a blog or a news section to your site? By taking some time to draft and upload a blog post once every two weeks, your site will reach the approval of Google much quicker.

## NAME YOUR IMAGES

Does the title of an image on your website describe what the image is?

If not, it should. And extra points if you can work some search friendly keywords into the title as well!

## MAKE IT VISUAL

Add some video to your site. I'm not talking award winning Steven Spielberg productions! Just short videos or image slideshows illustrating what your company does or what a specific product does. These can be shared on social media or added to your website for some Google kudos.

## NAME YOUR PAGES

The ability to change a page link can massively help with your site's SEO, especially when keywords can be used. For example [www.yourcompany.com/this-bit-is-the-page-link](http://www.yourcompany.com/this-bit-is-the-page-link)

## DON'T GO OVERBOARD WITH KEYWORDS

Pasting all your keywords into one page description isn't the answer! Page descriptions should be written with the intent of a user clicking through to your page rather than another website, not just for it to be found by the search engine. You should work towards 3-4 keywords per page. These should then be integrated naturally into page descriptions, page titles and the actual content. And there you have it, a beginner's guide to digital marketing.

Whilst these basic tips can have a positive effect on the online reach of your website, a long term digital marketing strategy should be employed to maintain your website's success in the digital realm.

The Web Bureau is a team of dedicated digital specialists who work hard to transform initial design concepts into websites that offer the user a fluent and engaging online experience.

They can provide support for all our clients right from the initial design process right through to the marketing of the complete website. Our SEO experts can advise on improving traffic to your website, old or new.

*"Google is one content thirsty search engine. So feed it!"*

Tel: 028 9073 1190

Email: [denise@thewebbureau.com](mailto:denise@thewebbureau.com)

Facebook: [www.facebook.com/thewebbureau](http://www.facebook.com/thewebbureau)

Twitter: [www.twitter.com/thewebbureau](http://www.twitter.com/thewebbureau)

Twitter: [www.twitter.com/thewebbureau](http://www.twitter.com/thewebbureau)



# Ladies Night at Isaac Agnew Volkswagen

Elegant fashion, celebrity skincare and stunning jewellery

Christine Elliott has been the Customer Service Manager at Isaac Agnew Volkswagen Boucher Road since April 2011, and since then she has built on and improved customer satisfaction, and she is currently organising an exclusive Ladies Night to be held on Thursday 8th November. The motor industry has historically been male dominated and Christine feels that times are changing with more female sales & aftersales staff and a more relaxed inviting atmosphere appealing more to ladies.

The Ladies Night will be held at the Boucher Road Volkswagen showroom and it promises to have plenty to entice ladies in including elegant fashion, celebrity skincare ranges, stunning jewellery by Miglio, and even men in tuxes! This will also be a fantastic opportunity to do some



relaxed networking whilst enjoying some canapés and a glass of bubbly.

The PSNI will also be in attendance to advise on personal safety and this is especially important

coming into the darker nights. The Workshop will be open to the ladies in attendance with some practical vehicle winter safety demonstrations by their friendly Technicians!

The sales team will be showcasing some of their superb new models including the compact & stylish Up! which won World Car of the Year along with the new Beetle which is completely unique with its classic retro styling and extremely engaging drive.

Every lady in attendance will be entered into a prize draw and could win the retro Beetle with a full tank of fuel for the weekend along with plenty of other exciting prizes!

So come along, enjoy the hospitality and bring your friends because we are sure this will be a fantastic event.

To reserve your place at the event please RSVP to Christine by emailing her at [Christine.elliott@agnews.co.uk](mailto:Christine.elliott@agnews.co.uk) or by telephone on 028 9023 4477.



Christine Elliott,  
Customer Service  
Manager at Isaac  
Agnew Volkswagen,  
Boucher Road

## An exclusive Ladies Night at Isaac Agnew Volkswagen, Boucher Road.

### On Thursday 8th November, from 7.30pm.

For one night only, our showroom will be putting on a show of a different nature. Where normally our latest cars are displayed there'll be organic skincare products, designer jewellery, fashion and cupcakes to name just a few.

To reserve your place at this event or for more information please contact Christine Elliott on [christine.elliott@agnews.co.uk](mailto:christine.elliott@agnews.co.uk)

A Ladies Night guaranteed to be a night to remember.

**Isaac Agnew**

1 Boucher Road, Belfast, BT12 6HR. Telephone: (028) 9023 4477  
[www.isaacagnew.volkswagen.co.uk](http://www.isaacagnew.volkswagen.co.uk)



# Cut above the rest.



Deloitte LLP, 19 Bedford Street, Belfast BT2 7EJ  
Tel: 028 9032 2861. Fax: 028 9023 4786

[www.deloitte.co.uk](http://www.deloitte.co.uk)

© 2012 Deloitte LLP. All rights reserved.

Member of Deloitte Touche Tohmatsu Limited

**Deloitte.**