

magazine



IBWC 2014 Hailed a Huge Success



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Chair's Message

Our International Conference exceeded our expectations and delivered speakers from across the globe who shared stories of their successes and failures to inspire us all to achieve more.

There were many new connections made as we offered opportunity for our members and guests to network with local, national and international delegates including a large delegation from United Arab Emirates. All in all we were delighted with not only the attendance but the exposure our members and sponsors received, particularly those who had a presence in the market hall. I extend a huge thank you to all of you who supported this event either by attending as delegates, or as exhibitors or sponsors. All of our efforts are taking us towards our vision of "creating a new economy".

Key messages coming from the conference were very aligned - think big, start small and start now. We acknowledged the business case for diversity in the workplace is proven and we launched our initiative to have 30 of the top 100 organisations in NI to commit to focusing on developing and providing opportunity for women in their organisations. What's

gets measured gets done! We had 31 of our largest companies signed up by day 1. We will continue to champion and focus on this.

We have a wonderful pool of talented women here who can and do drive our economy to greater things. Good ideas can turn into good business and all great organisations started with a good idea. To quote one of our speakers Ingrid Vandervelt "Be braver than you dare and state your goals and ambitions out loud then commit to align your words with your actions".

Our new schedule will be released in August with many new events that we believe will be of value to you and will continue to seek your feedback to ensure we as an organisation are meeting your needs. Finally we are delighted to announce our 4th annual Women in Business NI Awards sponsored by Invest NI on 20th November and we are returning to the Culloden Estate & Spa. I look forward to seeing you at our events in the autumn. ●

Kate Marshall
Chair Women in Business NI
Principle KM Consultancy

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WOMEN
BUSINESS NI
Making business connections

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Material from this magazine is not necessarily endorsed by WIBNI

New Events Schedule- Book Online Today!

Can you afford to miss these dates for your diary?

Each month Women in Business NI run a series of events which include; masterclasses, training, facilitated networking sessions and business lunches. These regular networking events bring women together to make valuable connections and be inspired and empowered by dynamic speakers.

September 2014

NETWORKING EVENING AT HOBBS

When: Tuesday 2nd September | 6.00pm – 9.00pm

Hosted by: Hobbs, Victoria Square, Belfast

CHARITY LUNCH WITH ACTION MEDICAL RESEARCH

When: Friday 5th September | 12.00pm – 4.00pm

Where: Ramada Plaza, Belfast

NETWORKING AT BEAUFORT INTERIORS

When: Tuesday 9th September | 6.00pm – 8.00pm

Hosted by: Beaufort Interiors, Moira

MENTORING FOR GROWTH

When: Thursday 18th September | 9.30am – 12.30pm

Venue TBC

BUSINESS NETWORKING BREAKFAST

When: Thursday 25th September | 8.00am – 9.00am

Hosted by: Holiday Inn, Belfast



NETWORKING HAPPY HOUR

When: Friday 26th September | 4.00pm – 6.00pm

Where: Malmaison, Belfast

LINKEDIN MASTERCLASS - BUILD RELATIONSHIPS THAT DRIVE RESULTS

When: Tuesday 30th September | 9.30am – 12.30pm

Where: Newry, Venue TBC

LEADING THE WAY AT ARDTARA HOUSE

When: Thursday 25th September | Lunchtime

Where: Ardtara House, Upperlands

October 2014

ENGAGE WITH ENTREPRENEURSHIP WITH BILL WOLSEY

When: Tuesday 7th October | 9.00am – 11.30am

HOSTED BY: The Merchant, Belfast

BUSINESS NETWORKING LUNCH

When: Thursday 16th October | 12.00 – 2.00pm

Hosted by: The Academy Restaurant, Belfast

COMMUNICATIONS & PR MASTERCLASS

When: Tuesday 21st October | 9.30 - 12.30pm

Hosted by: Crash Services, Newry

CUSTOMER SERVICES MASTERCLASS

When: Thursday 23rd October 2014 | 8.00am – 10.00am

Hosted by: Northern Ireland Science Park, Belfast



November 2014

WOMEN BUSINESS NI AWARDS 2014

WOMEN IN BUSINESS NI AWARDS 2014, SPONSORED BY INVEST NI

When: Thursday 20th November 2014 | 6.30pm

Where: Culloden Estate & Spa

BUSINESS NETWORKING LUNCH

Date TBC

Hosted by: The Mac, Belfast

JOINT EVENT WITH CIM & CIPR

Date & Venue TBC

December 2014

CHRISTMAS NETWORKING DINNER

Date TBC

Where: City Hall, Belfast

COMMUNICATION & FLEXIBLE WORKING FOR WOMEN MASTERCLASS

When: Thursday 11th December | 9.00am – 11.30am

Hosted by: BT, Belfast



January 2014

BUSINESS NETWORKING LUNCH

When: Thursday 15th January | 12.00 – 2.00pm

Hosted by: Holiday Inn, Belfast

CUSTOMER SERVICES MASTERCLASS

When: Tuesday 20th January | 9.30am – 12.30pm

Hosted by: Crash Services Newry

VOICES HEARD

When: Thursday 22nd January | 9.30am – 12.30pm

Venue TBC

LINKEDIN MASTERCLASS - BUILD RELATIONSHIPS THAT DRIVE RESULTS

When: Thursday 29th January | 9.00am – 11.30am

Hosted by: Holiday Inn, Belfast

Make time to attend events...your network is your net worth!

For more information and to book online please visit
www.womeninbusinessni.com or tel: 0845 607 6041

WOMEN BUSINESS NI AWARDS 2014

SPONSORED BY



Join us in Celebrating the 4th Annual Awards



Laura Dowie, Women in Business NI and Sharon Polson, Invest Northern Ireland launch the WIBNI Awards 2014

The Women in Business NI Awards celebrate the hard work and achievements of many business women who make a valuable contribution to the economic life of Northern Ireland. Now in the fourth year, the Awards in association with Invest

Northern Ireland continue to recognise the crème of Northern Ireland's female business community and has previously uncovered some gems who are performing under the radar on the global stage.

Roseann Kelly, Chief Executive, Women in Business NI, said: "Our third annual awards received a record number of entries and we had almost 500 business people attend the ceremony hosted by Pamela Ballantine. This year's event promises to push the

boundaries further than the previous three which have seen Ruby Wax, Michelle Mone OBE and Hilary Devey CBE entertain and inspire guests."

Invest Northern Ireland is sponsoring the awards for the fourth time. Niall Casey, Invest NI's Director of Skills & Strategy, said: "Once again we are pleased to be supporting The Women in Business Awards as part of Invest NI's strategic objective to stimulate a more innovative and entrepreneurial culture in Northern Ireland. We recognise the vital role women play in building our economy and contributing to a vibrant culture of entrepreneurial spirit".

This year the Women in Business NI Awards are pleased to introduce online applications! Each award application will be a limit of 600 words maximum. Go to the awards section of www.womeninbusinessni.com for more information and to enter online. Closing date for entries is Friday 3rd October 2014.

Important Dates:

Closing Date for Award Submissions:

Please complete and return applications by no later than Friday 3rd October 12noon
to: awards@womeninbusinessni.com

Judging of Applications:

Judging of Applications will take place on Friday 17th October 2014.

Finalists Retreat:

The Finalists Retreat will take place on Friday 7th November 2014

Awards Gala:

The Awards Gala will take place on Thursday 20th November 2014 (all finalists must be available on this date).
Early Bird Rate available at £80+VAT per ticket until 31st October 2014
After which time tickets are priced at £95 + VAT.

Media Partner



Category Sponsors



Award Categories

Sponsored by



Outstanding Businesswoman of the Year

This is the only non-entry category, which will be selected by the judging panel and awarded by lead sponsor Invest NI.

Sponsored by



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

This award goes to an 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 who has transformed their business.

Award for Outstanding Management / Leadership

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

Sponsored by



Award for Best Marketing Campaign

This award goes to the businesswoman who can demonstrate how they implemented a successful

marketing campaign within the last two years which has had positive results and outcomes for their business.

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 is innovative in its thinking. This business may be a sole trader, a partnership, a social enterprise or a small private sector company with a maximum of 25 employees.

Award for Best Customer Service

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

Award for Best in Professional Services

This award goes to the business 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.

Sponsored by



Award for Best Young Business Woman of the Year

This award recognises the outstanding work of young business women in Northern Ireland in any aspect of business activity; from business start up, business owner, professional and/ or manager. Nominees must be 30 years or under on 1st November 2014.

Sponsored by



Award for Advancing Diversity in the Workplace

This award recognises a business and / or an individual who has championed diversity within the workplace and can demonstrate the benefits of this.

Award for Best Exporter

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

Sponsored by



Award for Excellence in IT

This award goes to a business and/ or individual who can demonstrate the most successful and innovative use of IT within their business, this could be via software technologies, online businesses or best use of social media and digital technologies.

NEW online applications for 2014!

Visit www.womeninbusinessni.com

Closing date for entries: Friday 3rd October 2014

**WOMEN
BUSINESS NI
AWARDS
2014**

ACKNOWLEDGE • CELEBRATE • REWARD

SPONSORED BY



AWARD CATEGORIES:

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

Media Partner



Category Sponsors



International Business Women's Conference 2014

Hosted by Women in Business NI



Women in Business Northern Ireland (WIBNI) hosted the first International Business Women's Conference to take place on the island of Ireland. IBWC 2014 was the result of a vision to create a world class business networking event in Northern Ireland and early indications are that we succeeded on that count. The real success for us all however will be in the months and years ahead where together we have delivered on the yet untapped potential that was so evident at the conference and leave an economic legacy that is long lasting.

IBWC 2014, which was attended by delegates from across the UK, Ireland, Europe, USA, UAE, Croatia, Indonesia, Lebanon, Libya, Palestine, Rwanda and Somalia, was centred around 'creating a new economy' – a diverse and sustainable economy which celebrates empowerment, encourages cooperation between both genders in business and focuses on maximising the full potential of the talent pool.

"IBWC 2014 allowed over 500 inspiring and inspirational business leaders from across the globe to connect in a very positive forum and share experiences, business knowledge and insights," said Roseann Kelly, Chief Executive, Women in Business NI.

"The connections made at IBWC 2014 will undoubtedly go on to develop into business relationships. We have already had feedback from delegates who plan to connect again to discuss collaborative projects and partnerships and several individuals and companies have joined our membership this week. As such, Women in Business NI are planning to lead a global mentorship programme, whereby we will help our members maximise international connections and seek out potential mentors and mentees of mutual benefit, to further drive economic growth and value for our growing membership." said Roseann. ●

IBWC 2014 Highlights include:

- Hosted over 40 speakers under one roof from N. Ireland, UK, Ireland, Europe, USA, Canada and Dubai.
- Welcomed 500 delegates attended the conference including business sessions and social programme from across the UK, Ireland, Europe, USA, Dubai, Abu Dhabi, Croatia, Indonesia, Lebanon, Libya, Palestine, Rwanda & Somalia
- Delivered a conference of international acclaim and showcased Belfast and Northern Ireland as a vibrant, dynamic business and visitor hub
- Presented a relevant & valuable business programme including 6 Keynote speakers, 12 Masterclass speakers and 25 panel speakers
- Explored Leadership Learning, Personal Skills Development, Maximising the Potential of Women, Playing our part in Creating a New Economy, The Business Case and Inclusive Solution for Diversity in Business
- Gained 900 Twitter followers since launching and trended in Belfast on the first day of the conference
- Connected with international delegates for future project collaboration such as mentoring programmes and sectoral opportunities
- Made our mark as a Champion for Gender Diversity in Business
- Hit our 30:30 vision target by securing support from 31 (now 32) of Northern Ireland's Top 100 companies in committing to improve gender diversity at senior leadership level

IBWC 2014 thanks Our Sponsors



“Dream big, start small but start NOW”

Ingrid Vanderveldt, Dell Inc

“If we leveraged the full potential of women in the workplace we will increase GDP by £23 billion”

Dr Ruth Sealy, Cranfield University





L-R: Paul Terrington PwC, Charlotte Elliot Asda, Lynsey Kernohan Ulster Bank and Roseann Kelly Women in Business NI

30: 30 Vision

30 days before IBWC 2014, Women in Business NI unveiled their 30/30 Vision, an initiative calling upon the Northern Ireland private sector and in particular the Top 100 companies to pledge support for improved gender diversity in business- particularly in senior leadership positions – not just because it is the right thing to do, but because it makes good business sense. By the opening of IBWC 2014 on 13th May 2014, Women in Business NI hoped to secure the support of at least 30 of Northern Ireland’s Top 100 businesses and indeed were able to exceed that with 31 companies signed up ahead of IBWC 2014:



Speaking about the challenge, Roseann Kelly, Chief Executive, WIBNI said,

“There is a global body of evidence to prove that companies and economies will be more competitive and successful if they empower individuals with the best talent; both male and female. Evidence shows that creating a balanced workforce aids innovation and increases the representation of consumers in employee teams, resulting in improved product design and development.

“Across a number of studies, the end result is shown to be greater productivity, improving companies’ operational performance by between 20 and 35%. Gender diversity in business is therefore not only the right thing to do; it makes good business sense for all. That said women remain the most under-represented group in enterprise in Northern Ireland. Indeed, across Northern Ireland’s top 100 companies, only five are led by females, whereas we believe that figure should be at least 30%.”

Women in Business NI intend using this initiative as a platform to move forward and will be encouraging more to join with us on this journey in the weeks and months ahead. It is our hope that by 2017, all of Northern Ireland’s Top 100 companies will have in place strategies and policies which pro-actively focus on creating opportunities for talented women to progress to CEO, Senior Management positions and Boards. In doing so, these pioneering companies will inspire others to do the same. IBWC 2014 is the first step in realising our 30/30 Vision through tapping into the huge amount of untapped business potential in Northern Ireland and bringing to life the true business case for diversity and we look forward to being inspired and supported in our efforts by our international colleagues and friends. ●

To sign up your own pledge for 30:30, please contact Roseann Kelly, Chief Executive, Women in Business NI
 Email: roseann@womeninbusinessni.com



“Ask, Advertise and be Authentic”

Anita Sands, Symantec

“By logic we prove but by intuition we discover”

Anna Lise Kjaer, Kjaer Global



Women in Business NI Events

Over the past six months, Women in Business NI has enjoyed more growth and success than ever before, enjoying many firsts along the way. Over 1,200 business women across Northern Ireland, from all sectors and stages of their career ladder, came together at events to enjoy conversations, collaborate and connect.

Members had the opportunity to attend:

- 12 Masterclasses
- 7 Large events with inspiring keynote speakers
- 4 Networking lunches/breakfasts
- 3 Social events including a networking happy hour!

The launch of the new event schedule began with collaboration between WIBNI and Women in Management. Three local, successful and inspiring business women took to the floor to share their stories, leaving delegates feeling revived, enthused and motivated to bring new ideas and ways of working into their business.

WIBNI members were also given the chance to attend the first of WIBNI's In Camera Event with Minister Simon Hamilton which proved extremely popular among members from all backgrounds and fields.

March was another eventful month which saw 100 business women come together in Newry for a Networking Lunch with Founder & Chair of Glen Dimplex, Martin Naughton. With a turnover exceeding more than two billion euro, Martin had a lot to share in terms of his experience and words of wisdom on how to maximise business growth and success.

Moving into April, WIBNI held its first Networking Happy Hour in the stylish surroundings of Malmaison hotel. Not only did everyone find it highly enjoyable, they also found it easy to make deeper connections and maximise their networking time in such an informal setting.

Another great first for WIBNI in 2014 was hosting the International Business Women's Conference in May where over 500 women came together to be inspired by highly successful business women and leaders, both on a local and global scale. A full social calendar also provided delegates with further opportunity to maximise their networking opportunities and increase the number of connections being made.

Rounding up the event schedule for the first half of 2014 was WIBNI's annual BBQ Quiz evening, hosted by local personality, Pamela Ballantine. Members were able to show off their competitive side, network informally and develop existing relationships in a fun and relaxed environment.



Business Winners make their Voice Heard at Stormont



L-r: Patricia O'Hagan Managing Director of Core Systems, Jacqueline McGonigle Owner of Whatsonni.com, Kate Marshall Chair of WIBNI, Anna Lo MLA and Ruth Wilson Managing Director of Beaufort Interiors.

Women in Business NI's annual Voices Heard event, kindly hosted by Anna Lo MLA, took place in January at Parliament Buildings, Stormont. The beginning of 2014 and the launch of the new WIBNI Event schedule provided almost 100 members with the opportunity to come together to hear the experiences and successes of some of Northern Ireland's finest business women and winners of the Women in Business NI Awards 2013.

The morning was facilitated by Kate Marshall, Chair of WIBNI and experienced Thought Leader, Facilitator and Executive Coach. Kate was joined by Patricia O'Hagan MBE, CEO of Core Systems and winner of the Outstanding Business Woman of the Year Award, Jacqueline McGonigle, owner of whatsonni.com and winner of the Excellence in IT Award and Ruth Wilson, Managing Director of Beaufort Interiors and winner of Best Exporter Award.

In addition to hearing from the high calibre panel of speakers, delegates also took part in innovative round table discussions, enabling them voice their opinions on topical business issues, as well as develop both new and existing business connections through facilitated networking.

Roseann Kelly, CEO of WIBNI said, "Voices Heard is a fabulous event which has continued to prove more and more popular each year. The event was truly inspiring and hearing from such successful, local business women helps to realise that just because Northern Ireland is small, we can succeed on a world stage".



Women in Business NI Hosts First Ministerial In Camera Event

Kindly hosted by NYSE Euronext.



L-r: Roseann Kelly WIBNI, Claire McIntyre NYSE and Finance Minister Simon Hamilton MLA

Finance Minister Simon Hamilton, MLA joined Roseann Kelly, Chief Executive of Women in Business NI, Claire McIntyre of NYSE Euronext, and 40 members of Women in Business NI at the first Ministerial In camera event hosted by the organisation.

Hosted in NYSE Euronext Belfast, the event explored the topic of women in enterprise and the impact that small businesses make on the Northern Ireland economy.

Delegates who attended the event said:

'Informative, thought provoking and inspiring'

'A fantastic event and great forum to ask questions about issues affecting women in business'

'Good to hear the government talking about the Economic situation in NI'

'Excellent to meet progressive, like-minded professional women'



L-r: Kate Marshall Chair of WIBNI, Martin Naughton Founder of Glen Dimplex, Teresa Campbell FPM Accountants LLP and Roseann Kelly CE of Women in Business NI

Glen Dimplex Owner Encourages Women to Work for Profit

Event kindly sponsored by



Martin Naughton, founder of Glen Electric and owner of Glen Dimplex, addressed 100 business women from both sides of the border at the first Women in Business NI event of its kind in Newry, sponsored by FPM Accountants LLP.

“all about profit” and not be a “busy fool”

The theme of the event was aimed at encouraging women to think big to achieve success this year. Naughton shared his motto of ‘profit for sanity and sales for vanity’ and stressed that anyone in business should ultimately be “all about profit” and not be a “busy fool”.

“Our business is making money and incidentally we also sell electrical products.”

Speaking of his own business, which boasts at €2bn turnover and has 10,000 employees, Naughton said: “Our business is making money and incidentally we also sell electrical products.” His business is debt free. Acquiring a number of businesses in difficulty across the globe since the 1970s, Mr Naughton shared the secrets of his purchase

of his original competitor ‘Dimplex’ and spoke for the first time publicly about the eleventh hour shock that another party had made a higher bid.

“never envisaged running a big empire.”

He recalled: “We raised more money in order to compete.” He admits he “gambled everything to buy Dimplex” and said that he “never envisaged running a big empire.”

Mr Naughton’s family work in the business but he said that there are two conditions for family members to join the business in that they must want to do it and be able to do it. He said that he “admires anyone having a go” and said that “being hungry to survive is a great driver.”

“always stay nervous and never stop worrying”

Naughton spoke of strategic growth and the importance of sticking to core products and business. He employs local people internationally to manage his business in each country and after wishing those attending “every success in their future businesses

and careers”, the best advice he left with his audience was to “always stay nervous and never stop worrying.”

Roseann Kelly, Chief Executive of Women in Business NI, said: “Mr Naughton’s unassuming nature put our guests at ease and they hung on his every word. Invaluable learnings were shared with our delegates and he was very open and honest - even in terms of how he manages his finances! The fact that he started his business in a recession is certainly an inspirational fact that our new members can relate to. He really did leave our attendees motivated and ready to achieve success.” ●





L-R: Claire Winter, Charles Hurst Account Manager Ardmore Advertising, Ross Sinnamon, Sales Executive Charles Hurst Citroen, Luke McCready, Sales Manager Charles Hurst Citroen, Laura Dowie Membership & Events Manager WIBNI, Pamela Ballantine and Jonathan Pollock, Local Business Manager Charles Hurst Citroen.

Women in Business NI BBQ & Quiz Evening

Sponsored by



To welcome the summer and officially end what has been the most eventful year for Women in Business NI to date, the membership organisation held its annual summer quiz for members and friends at Hillmount Garden Centre.

Sponsored by Charles Hurst Citroen, more than 80 very competitive business women participated in a quiz hosted by Pamela Ballantine and an evening of fun, informal networking.

Roseann Kelly, Chief Executive of Women in Business NI, said: "We've come to the end of the most successful season of events ever for Women in Business NI and the quiz event gave us the chance to sit down and have an informal chat with members, thanking them for their support over the past year, in a relaxed environment, ahead of the summer holidays.

"It was a good time to reflect on what Women in Business NI has achieved over the past year and to think about what lies ahead for the latter half of 2014 and beyond."

Charles Hurst Citroen offers a local fleet service with a dedicated business centre offering sales and finance through to aftersales and service. Luke McCready, Sales Manager at Charles Hurst Citroen commented "We were delighted to have had the opportunity to take part. This is the first time we have sponsored an event of this kind and hope that it's the start of a great relationship with Women in Business". ●

Women in Business NI and CBI's Women's Leadership Dinner



L-R: Roseann Kelly CE WIBNI, Minister Arlene Foster, Colin Wlash Chair CBI and Marie-Therese McGivern CE Belfast MET

Women in Business NI and CBI have collaborated over the last 2 years to deliver a series of Women's Leadership Dinners offering a platform for members of both organisations to gather together, network and ideas share.

The most recent dinner held at Belfast Met, Titanic Quarter saw 50 leading business women gather together and hear from Minister Arlene Foster who gave an inspiring account of her own personal journey in leadership. Following her keynote address Minister Foster moved from table to table giving each delegate the chance to speak face to face and ask questions. Roseann Kelly Chief Executive of Women in Business NI said "We have found the Women's

Leadership Dinners to be a huge success and feel that it is important to provide an arena of this kind for senior business women, business leaders and managers in Northern Ireland to join together and network and support one another. Minister Foster gave food for thought on how to be a good leader, tapping into her own experiences. We look forward to running more of these very important events". ●



Leadership and Entrepreneurship Event WIBNI & CMI Joint Event

The highlight of the February event calendar took place in Malone Lodge and seen Women in Business NI join forces with Women in Management, part of the Chartered Management Institute to deliver a unique event, Leadership & Entrepreneurship, to over 80 delegates made up of members from each network.

The event featured inspiring, creative and successful business women, operating on both a local and global scale. Speakers were Kate Marshall, Principle of KM Consultancy, Kate Speers, Owner of Ivory & Pearl and Maire Campbell, Artistic Director of The Arts Industry. Delegates had the opportunity to hear about the experiences, successes and lessons learnt by speakers before taking part in facilitated networking.

The atmosphere at the event was electric.

Speaker, Chair Kate Marshall, said

"This has been a magical event, filled with positivity and uplifting energy. It's great to see so many women from, so many different career paths come together and be inspired by both speakers and each other". ●





Women in Business NI Partnership & Sponsorship Opportunities



The Women in Business NI Network has become an invaluable resource for business owners, managers and professionals to connect to other business resources and contacts. The goal of Women in Business NI is to promote the inclusion of women in the business and professional world, by identifying and removing barriers that prevent their full participation.

Women in Business NI aims to facilitate the success of women to create new business ventures, expand small businesses, spark new ideas and collaboration, increase profitability and expand employment opportunities.

At a time when our economy and industries are crying out for skilled managers and leaders, there are many talented women who can step up, given the right support. We want to give women the skills and confidence and inspiration to go for more senior roles, help them build their personal networks and help organisations understand how and why they should support their female managers to reach the top.

As Hilary Clinton said: "Any country or company that wants to succeed in today's economy must unlock the power of a women's potential... investing in women is not only the right thing to do, it's the smart thing as well".

There are many ways in which you and your business can get involved with Women in Business NI:

Partnership

WIBNI understands the need for partners to get tangible return on investments and we have structured all opportunities to be creative, flexible, innovative and fairly priced. As a partner your business will benefit from promotion through all events, networking platforms, website, magazines, ezines and targeted communications- that reach an important hard to reach demographic of business owners, managers, professionals and sole traders. Importantly, it associates your organisation with a progressive powerful force for change, influencing future business. We are committed to working with each partner to deliver successful outcomes for their business.

Events Sponsorship

Each month Women in Business NI run a series of events which include; masterclasses, training, facilitated networking sessions and business lunches. These regular networking events

bring women together to make valuable connections and be inspired and empowered by dynamic speakers. Sponsoring an event provides an excellent marketing opportunity to promote your business and engage with audiences of business owners and key decision makers.

As well as our monthly events, there are opportunities to sponsor:



WIBNI Annual Awards – Category Sponsorship

The WIBNI Awards provide an important and high profile opportunity to celebrate and support women's enterprise and innovation. Culminating in a gala awards ceremony, this prestigious event is attended by more than 480 guests including Northern Ireland's top businesses, politicians and the media.

Annual Conference

This annual event is considered the single most important event for business women in Northern

Ireland- this year hosting the first ever International Business Women's Conference here. Each year the WIBNI Conference provides inspirational and insightful global speakers from business, government and academia to engage on the key issues of the moment.

**We have a number of different sponsorship packages available for all events- please contact us for more information.*

Advertising and promotions to our database of 5000 business contacts across Northern Ireland

There are various ways you can promote your business with WIBNI; advertising online via the website and popular social media platforms, via the ezine which is emailed on a monthly basis to a targeted database of over 5000 business contacts across NI, or in the printed quarterly magazine which is distributed to a database of 3000 and has a 90 day shelf life.

To explore how corporate sponsorship could provide benefits for your business please contact Marketing Co-ordinator Marie-Clare McCabe marie-clare@womeninbusinessni.com or tel: 0845 607 6041.

WIBNI Member Profiles

Heather Dalzell

Heather Dalzell is the Account and Business Development Director at The Pierce Partnership, a collective specialising in Brand, Design, Digital and Print Services.



Heather joined The Pierce Partnership in August 2013, having worked in agencies for over 15 years in both Northern Ireland and GB, and with significant experience in client services from a strategic marketing perspective. She has successfully led an extensive range of brand, advertising and marketing campaigns across various agency roles and is committed to excellence and to delivering results. Heather believes that an agency partner brings a vital outside perspective to businesses and that they can add real value by looking at a business through the eyes of its customers.

The ethos of our business is all about partnership and working with our clients to build relationships that last. We aren't about quick fixes, our approach is strategic first and we work in partnership to provide insight-driven, innovative solutions that stand the test of time.

One of the things that Heather enjoys most about her job is working with an extremely talented creative team who are passionate about what they do and about getting results for clients. Design

in this agency is very much commercially focussed and about a return on investment. Great brands don't just happen, they need research, planning and constant innovation and we believe that you get out of your brand what you put in. Often a client will come to us not really understanding what a brand is and it is great to see the process come alive for them once they see how we can drive their business forward. It is really simple; we are about making our clients more successful. With a team of truly exceptional people, we listen, we create, we engage and we inspire to deliver outstanding results.

We love being involved in Women in Business which offers fantastic networking opportunities with a really diverse range of businesses and everyone who is involved is so enthusiastic about the organisation and supporting fellow members. If anyone would be interested in talking to us about any of the brand or marketing services that we provide we would be delighted to have a coffee and a chat. ●

www.thepiercepartnership.com

Sheree Atcheson



Sheree Atcheson Founder of Women Who Code UK

Women Who Code UK, the UK branches of worldwide non-profit Women Who Code, was created to work against the gender bias in the IT industry, through free monthly hack nights, tech talks & career trainings. Despite only launching end of 2013, WWC UK holds over 600 members, from all over the UK.

Women Who Code UK was founded by Sheree Atcheson in late 2013. Sheree is a 23 year old alumna of Queen's University, Belfast. She graduated in June 2013 with a BEng in Computer Science, where she then returned to work in Kainos (a local software house, which now has over 500 employees). Upon her return to work, through working at Kainos CodeCamp, a 2 week camp to teach kids how to code, she realised how prevalent the divide in the IT industry was. And she decided to do something about it, hence WWC UK was born.

WWC UK has begun in Belfast, but now Sheree has founded (and manages) branches in Bristol and London. The average female to male ratio

in the IT sector across the UK is 17% so there is a lot of work needed to make a difference in this industry and prove to women that they have a place in this industry. We may all know of the famous ladies in tech when we turn on the TV, however, do we know about the local stories of women who are just as empowering? Fame is not a pre-requisite to be a role model, and through WWC UK, Sheree hopes to highlight that.

Sheree has ran over 10 events across the UK since WWC UK was founded and will be launching WWC Bristol's first event this summer. In order for this to be a success, networks are essential. And through WIBNI, where a lot of exceptional women come together and connect, Sheree hopes to share the story of WWC and show all of these women that in order to be in tech, you do not need to be a man, a geek or anything else. All you need is an interest. ●

Contact details : queries@womenwhocode.co.uk / @nirushika / +44 (0)28 9057 1459

Fiona Rice & Rosemary Morrison

Women in Business NI were delighted to congratulate fellow WIBNI members on their awards at the "Fostering Innovation" event at Stormont on 17th June hosted by the Northern Ireland Region of the Institute of Consulting (IC) in association with the Institute of Management Consultants and Advisers (IMCA).

Fiona Rice (Next Level Impact) and Rosemary Morrison (Directus Training & Consultancy) were both delighted to witness Dr Martin Naughton, (founder of Glen Dimplex Group) receiving a Special Achievement Award for his contribution to Innovation and Business at the event and also to receive their Certified Management Consultant (CMC) awards from Arlene Foster (Minister for Enterprise Trade & Investment).

The awards mark significant achievements for both women as Fiona & Rosemary are the first two women in the UK to hold both the CBA and CMC award.

The Certified Management Consultant (CMC) is an international professional certification for management consulting professionals. The CMC enjoys global reciprocity; consultants certified in one country are recognised in most other countries.

Rosemary was encouraged by the team at Next Level Impact to upgrade her existing Certified Business Adviser award, & she acknowledges the importance of continuing professional development (CPD).

"I qualified in 1997 with my CIM Diploma in Marketing & it was even later when I qualified in Management. Since then there have been significant and dynamic changes to management and marketing methodologies making it important to keep up to date with these advancements & in turn be able to offer the best service & advice to clients."



Fiona Rice



Rosemary Morrison

Rosemary & Fiona also acknowledge that membership of professional organisations such as Women in Business NI are important to their business & personal development. The networking opportunities to meet likeminded women who are role models, who support and develop each other is invaluable to future development of women in business within Northern Ireland.

Fiona, who also received a second award on the day for the Best Certificated Management Consultant Award.

"I was shocked, surprised and delighted to receive "Best Certified Management Consultant" at the Institute of Consulting's Innovation Event and Awards. As a Fellow of the Institute of Consulting I feel that the benefits are that I add real value by delivering impartial solutions that achieve measurable results for our clients." ●

Contact details for Rosemary and Fiona can be obtained via their websites:

Rosemary www.directus-ni.co.uk

Fiona www.nextlevelimpact.com

Nuala Hayden

Nuala Hayden is a partner in Anglewise, a business set up by Nuala's husband, Ray. Their work provides a cross-section of media related services, including:

- Public Affairs, Public Relations, Crisis PR/PA and CSR
- Drafting and issuing News Releases, managing social media platforms
- Media training courses
- Corporate/issue-driven DVDs

Nuala says: "Our business is making sure that your business succeeds. We do that by understanding your core objectives and what you want to achieve – and then we build from there."

Nuala worked for 30 years in Ulster Bank, mostly in marketing and communications. She believes that the task of re-building the economy will largely depend on the success of SMEs.

Nuala adds: "For SMEs to thrive, they need an effective communications strategy to help them tell their story more effectively. In a cost effective way, we can help them promote their business and to protect and enhance their reputation."

Devolution has prompted an increase in demand for Public Affairs. Here, Ray's experience, both as an award winning journalist and a former Special Adviser, comes into its own.

Nuala continues: "Knowing how the Assembly and Executive work, the role of Statutory Committees and, of course, how politicians, their advisers and the Civil Service operate, can make all the difference.

"This is a significant community on its own and one that firms cannot ignore. Anglewise is well equipped to be an effective advocate for clients.

"As a smaller organisation, it is essential to communicate what I can do to others. I've joined Women in Business to provide me with the chance to do just that; to network with the other representatives from many industries and tell my story!" ●

Nuala is at Anglewise www.anglewise.co.uk

Tel (028) 9064 8181,

Email nuala.hayden@anglewise.co.uk





N. Ireland



Action Medical Research and Women in Business NI Charity Lunch with Tanni Grey- Thompson

Join us for lunch and enjoy the afternoon with the The Baroness Tanni Gray-Thompson on Friday 5 September 2014 at the Ramada Belfast.

Baroness Grey-Thompson DBE is one of Britain's greatest paralympic athletes, winning 16 Paralympic medals in five Paralympic Games, including 11 gold and 6 times winner of the London Wheelchair Marathon over a career spanning 16 years. Now retired from competitive sport, Tanni's current roles include membership of the boards of London Marathon, Transport for London and the

London Legacy Development Corporation. In March 2010 Tanni was made a crossbench peer, becoming Baroness Grey-Thompson of Eaglescliffe in the County of Durham.

This is always a popular lunch so we suggest you book early! As in previous years, the event promises a warm welcome at our drinks reception, fabulous food and an afternoon of

entertainment. Ramada Belfast has excellent parking facilities and a lift to the function room.

Tickets: tables are £500 and seat 10 people, individual tickets available at £50.

Stalls open: 12:00noon

Drinks reception: 12:30pm

Lunch: 1:30pm

Carriages: 4:00pm

Come early and soak up the atmosphere. Don't forget to browse the stalls and grab a special bargain in our superb raffle!

For more information and tickets: please contact a committee member, or Paul Beckett
T: 07927 967214
E: pbeckett@action.org.uk

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MPG figures are achieved under official EU test conditions, intended as a guide for comparative purposes only, and may not reflect actual on-the-road driving conditions.



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Straight Talking Marketing



Marketing seems straight forward, right? You promote your products in whichever way you decide best reaches your audience: flyers, business cards, a great website...and you're half way to decent sales. Right? This all depends heavily upon knowing your audience: who they are, what they buy, where they buy it, and in past few decades, what they aspire to. Often businesses feel confident that they know the consumer well, and sometimes they do. That said, without the proper insight, it is never as easy or straight-forward as it might seem. Business cultures that don't encourage feedback make it all much harder for themselves. While feedback can be viewed as negative criticism, it provides invaluable insight into customer satisfaction and product utility. Encourage feedback - as some customers will be shy to criticise or be negative - respect it and respond.

I look at websites and sometimes wonder if there is any awareness of the customer at all? And if businesses are clear about who they are communicating to? I often notice and admire the level of knowledge available about the product. While it's reassuring in its own way, it is not always enough, and certainly not at the point that a customer first comes into contact with a company. Customers aren't passive readers with endless time to peruse all manner of blogs, updates and product specifications. They need an interactive experience and to feel at the heart of the process.

As a customer I want to know that the seller has an awareness of the product through the perspective of the user. A great example might be Apple's emphasis on 'features and benefits', which inform customers from their perspective what it can do for them, rather than dwelling upon specifications that don't really mean anything to the buyer. Apple also rely heavily upon user feedback and recognise 'word of mouth' as a crucial aspect of any marketing strategy itself. They understand that customers can and *do* become ambassadors of their products. They listen to them, view their products through their eyes and expend serious energies responding. Best practise marketing is about listening and letting the product utility do some of the talking for itself. There are markets for everything and not everyone

will buy every product no matter how hard the sell.

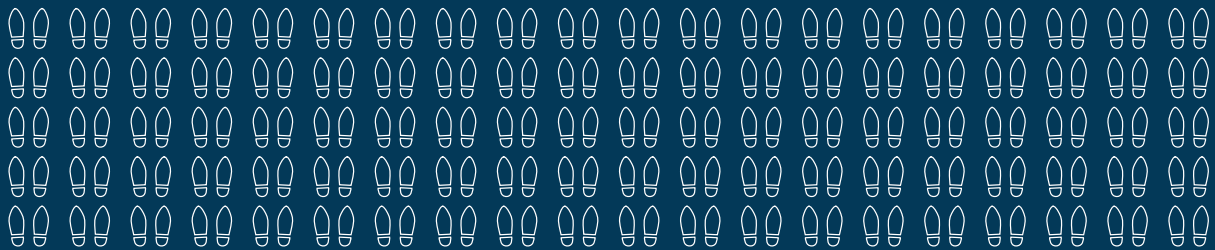
Completing my doctoral study some years ago I discovered, that no matter how cleverly Ireland has been sold over the years as a tourism product (and in many instances over-sold) the marketing effect is over when the visitor arrives, if the actual experience doesn't measure up. Worst, they share their experience with their friends, colleagues (ultimately potential visitors), and depending upon what they say, may thwart all parties inclination to visit. There are limits. Honour them and your customer to boot. Marketing and integrity go hand-in-hand. As we know ourselves from our personal relationships, straight-talking is much appreciated. In marketing, this is about: knowing your customer, speaking directly to them, listening to what they have to say and above all being honest - selling the product as it is - straight-up. Forget about selling me the cappuccino - double-whip with an extra shot, the semi-skim soy latte, the lite-mocha with vanilla syrup, when all I want is a quality black coffee.

coffeenosugar merges old-fashioned values, such as integrity, with modern marketing techniques, bringing humanity back into business. For further information, contact: info@coffeenosugar.co.uk

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Coleraine Office
10 Blindgate Street
Coleraine
BT52 1EZ
T: 028 93 325205

WIBNI New Members

Sarah Bell



A Different View is a performance improvement consultancy specialising in leadership development and team effectiveness. Sarah and John Bell take people away from their normal working environment and use the challenge and stimulus of the stunning surroundings on the Causeway Coast to help people establish a different way of thinking. Using a unique combination of self-reflective techniques, exposure to the natural world and group facilitation, this business prides itself in being cutting-edge in its offering but approachable and familiar in its delivery.

Sarah Bell has joined to share experiences with and learn from other like-minded members and seeks to foster new mutually supportive long term business relationships. ●

Sarah Bell, Managing Director
A Different View

Tel: + 44 7786 074 576 / + 44 28 2076 9246
Email: sarah@a-different-view.co.uk
Site: www.a-different-view.co.uk

About Shopkeep

ShopKeep is changing the way local businesses leverage technology. Their cloud-based system allows merchants to work and ring up customer's offline, create in-depth sales and inventory analysis, and chuck the register for a visually pleasing, easy-to-use interface. Shopkeep is at the forefront of point of sale (POS System) solutions technology, continuing to develop and distribute their iPad app to replace all the big, expensive registers in coffee shops, bars, restaurants, ice cream shops...

Miriam Kerbache

Operations Manager



Miriam is the Operations Manager for Shopkeep Belfast, where she looks after Recruitment, HR, Finance, Marketing and Office Management of the Belfast branch of Shopkeep. She joined Shopkeep POS after spending 2 years in the Foreign Direct Investment department with Invest NI she then worked for a local recruitment firm. Miriam is currently a part time student in Queens University Belfast, studying

Business and Management through the school of Business. Miriam joined Women in Business network in 2013 shortly after Shopkeep opened an office in Belfast. The aim was to become part of the local business community and to raise Shopkeep's profile around Belfast. ●

You can connect with Miriam on linkedin at uk.linkedin.com/in/miriamkerbache/

For further information on Shopkeep, please visit www.shopkeep.com

Amanda Verlaque



Amanda established Quiver Copywriting to help entrepreneurs to communicate successfully with their on and offline customers. With the aim of 'making your words wonderful' Amanda has transformed websites, brochures and blogs for companies throughout the UK.

Currently based in Glasgow, Amanda hopes to return to Belfast on a permanent basis. Her first step was to join WIBNI, where she meets inspirational women and creates networking and business opportunities.

If you would like to discuss how to get the best from the words you choose to promote your business or to use Amanda's confidential ghost blogging service, please get in touch via her website www.quivercopywriting.com to arrange a free consultation.

Amanda is a graduate of QUB and is also an award winning film and TV script editor, storyliner and producer who continues to develop drama projects as Verlaque Films. ●

www.verlaquefilms.co.uk

We are missing the point about acupuncture:

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Susan Evans



An acupuncturist and member of the British Acupuncture Council, said: "2.3 million acupuncture treatments are carried out each year by traditional acupuncturists. Acupuncture is a safe and effective treatment." "I love this system of medicine and see people with anything from headaches to hormonal problems, including infertility."

In 2010 Susan opened Millburn Complementary Therapy Centre in Coleraine, a professionally run clinic where 15 therapists work. We refer clients to each other to find the most effective solution to their problems.

I became a member of the WIB as I love to meet other women who are running a business. There is so much we can learn from each other. Finding encouragement and support is really important to me. ●

Susan gives free 15 minute consultations.

Tel: (028) 70321332
www.millburntherapy.org

WIBNI New Members

Eimear Kearney



MCIM Chartered Marketer Eimear is a Chartered Marketer with over 11 years' experience, she is responsible for marketing Lough Neagh & Its Waterways; one of Northern Ireland's 9 key visitor destinations.

Eimear has been with Lough Neagh Partnership since late 2006 and works with a number of stakeholders from public, private & voluntary

sector representing over 600 members; she has worked with a range of budgets and is very familiar with obtaining and managing grant funds.

"It is a challenging role marketing a destination, Lough Neagh has historically been an industrial lake, and until I took up the post, it had never really been marketed for tourism. The recent government focus on Lough Neagh is very positive and will no doubt result in the strategic development of Lough Neagh – exciting times ahead!" ●

You can connect with Eimear on

Linkedin.com/pub/eimear-kearney-mcim-chartered-marketer

Twitter @loughneagh1

Further information on Lough Neagh & Its Waterways can be found at Site:www.discoverloughneagh.com

Tracey Jeffery



Vive le macaron for Eva Paris! Former Teacher of French Tracey Jeffery has turned her passion for French Patisserie into an Artisan Business specialising in Macarons. Eva Paris luxurious macarons are all made by hand and use only the finest local ingredients. They are gluten free. I cater mainly for events and conferences where the client is looking for something a bit different. Macarons are a light delicate luxury. ●

We will tailor our service to meet with the client's specific requirements. Tracey welcomes the opportunity to network with other female business women from all public, private and charity sectors.

www.evaparis.co.uk

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I'm Joseph Campo, managing director of Video Hacker. I'm delighted to become a member of Women in Business NI. Networking is about creating connections that are mutually beneficial. I joined Women in Business NI because being a part of a network is good for my business, regardless of my gender. I want all of you to hire Video Hacker. Since networking is a two way street, please contact me by visiting <http://videohacker.tv/inquire>, and tell me about what your services are and how I can help you. If you're a Women In Business member, I'll help you develop a 60 second pitch script for free. ●

Joseph Campo
Managing Director of Video Hacker

www.videohacker.tv

Sarah Mackie

Sarah Mackie, along with her husband Gavin, owns Larchfield Estate, a private 600acre estate near Lisburn, Co Down - 20 minutes from Belfast and 1hr 30 from Dublin. They, with a full time team of five event managers, look after varied events from weddings to gala dinners, awards ceremonies, team building days, clay pigeon shoots and much more. With the business now in its 7th year and expanding to include more corporate events and accommodation on site Sarah joined WIBNI to attend some of the Masterclasses on business management and to meet similar ladies / network. ●

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