



SPRING 2019 | ISSUE 20

Women in Business Magazine

New Chair of Women in Business, Nichola Robinson



AWARDS
2018



Danske Bank
TECH STARS



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CHAIR'S MESSAGE

Dear Members,

I am delighted and privileged to take on the role of Chair of Women in Business on your behalf. It is a great honour to have been appointed to represent such an incredible range of women all determined and passionate about their business and personal development.

The fiery passion you all exhibit daily is motivation to me as I step out on this journey as Chair of such a dynamic, inspiration and important business organisation. I pledge to work hard to represent you all and, together, we can make a real impact in the business sphere here in Northern Ireland.

It has most certainly been a challenging and eventful year

- We still have had no Assembly,
- Brexit continues to challenge on so many levels
- The lack of real gender diversity and the gender pay gap continues
- Some economists predict a recession
- Populist politics is rising

However – let's not despair! Women in Business is a business network focused on creating a new economy through inclusive growth. A successful economy reflects, includes and benefits all of society.

To do this we must support and encourage all women to reach their full potential in the world of business. The promotion of diversity and inclusivity is central to all our activities – really to everything we do.

Though the influence of Women in Business I no longer automatically say 'No' to things.

I try where possible to embrace new challenges and opportunities which is why I am now writing this message as the new Chair of Women in Business. If I had continued to turn things down or step back from opportunities, I would have missed the great privilege of becoming Chair of Women in Business.

As business women, we should all try to see the opportunities in life, work and at home. Opportunities and moments rarely will pass us twice so seize each moment as it presents to us, accept the challenge and run with it.

As we welcome in 2019, so we welcome a new calendar of events which includes our 1st Gala Women in Business Fundraiser Ball, our 2nd Women in Tech Conference and our 3rd Female Entrepreneurial Conference. We also have new programmes and lots and lots of networking opportunities and that's only taking us up to March!!! I look forward to seeing you in 2019.



Nichola Robinson

**Sourcing Director Bombardier Aerospace
Chair of Women in Business**



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Chief Executive: Roseann Kelly

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NEW CHAIR



NICHOLA

Nichola Robinson Chair of Women in Business

Nichola, is the Sourcing Director at Bombardier Aerospace and has over 22 years' experience in Aerospace Supply Chain.

Nichola leads a team of sourcing professionals with responsibility for the planning and execution of sourcing strategies, managing the introduction of new programmes, work transfer processes and low-cost country development.

Her leadership responsibilities also include Value Engineering within Bombardier Belfast, where she leads a team of engineering and sourcing professionals who develop and implement innovative concepts.

A graduate in Management Operations from University of Jordanstown, she also has a professional coaching qualification and is a member of the Chartered Institute of Purchasing and Supply.

NEW BOARD MEMBERS



KEITH

Keith Lippert Officer, Vice President, Deputy Information Security Officer at Allstate

With 30 years of experience in financial services, Keith Lippert is currently VP, Officer, and Deputy Information Security Officer for the Allstate corporation. As Allstate's first Security Officer outside the United States, Keith is building global thought leadership for cyber security in Northern Ireland.

Prior to Allstate, Keith has been a board member or Chairman of Banks in India, Russia, Mexico, Canada and in the US.



STEPHEN

Stephen McCully MSc C Eng Managing Director of Power NI

Stephen has been Managing Director of Power NI for the past 15 years. Power NI is Northern Ireland's largest electricity supplier serving 475,000 homes and 35,000 businesses. He is also on the executive board of the Viridian Group.

Stephen has worked within the energy industry since 1986, and joined initially as a chartered engineer and then transitioned into a variety of senior management roles prior to taking up his current role.

NEW TEAM MEMBERS



Lesley O'Hanlon Head of Programmes with Women in Business

We are delighted to announce the appointment of Lesley O'Hanlon as the new Head of Programmes with Women in Business, Lesley is an experienced and CIPD qualified learning and development professional with over 10 years' experience of programme management including design and delivery of learning and development programmes for both private and public-sector clients.

Lesley is a champion for female development with experience of programme management and delivery of female leadership development programmes with clients including the National Skills Academy for Food and Drink, Adidas, Coke, Scottish Parliament, Associated British Foods and Sport NI.

Lesley founded Queens University Lean In Campus Chapter for Post Graduate females which is the first university chapter in the UK. Lesley is passionate about supporting and encouraging women to be the best version of themselves.



NEW PROGRAMME LAUNCH

Lesley will launch the new Yes You Can Programme which is a new collaboration between the 11 Councils, Invest NI and Women in Business NI. The aim of new three-year programme is to promote female enterprise, increase the numbers of women considering starting a business and encourage existing female entrepreneurs to grow their businesses.

The programme will be the first female enterprise programme to be delivered Northern Ireland wide and will include

Imagine It – a one day bootcamp for women at the pre-start stage who have an idea, see an opportunity or want to explore career options. Imagine It aims to motivate and support participants to take the next steps. Imagine it will be delivered in all council areas.

Explore it – an initiative which targets women who have not started trading. Explore it will support participants through

3 one day workshops and 3 months buddy support from an experienced female entrepreneur. The initiative will help participants to turn their idea into reality and will be delivered Northern Ireland wide.

Sell it – a 2 day residential to inspire women already trading, to encourage growth, ambition, diversification and scalability of their business. The two-day events will take place twice per year in 2 different locations.

Local Female Networks – the networking events will be delivered Northern Ireland wide and are aimed at all female entrepreneurs from those who haven't started trading, to those who want to grow their business. Those attending will be motivated by keynote speakers and will benefit from facilitated networking with likeminded women.

The Female Enterprise Conference and Pitching Competition – The Women in Business annual Enterprise Conference will be held on International Women's day in March 2019, 2020 and 2021.

Full details of all support are available from womeninbusinessni.com



Gráinne Mackel Admin & Marketing Assistant

Gráinne manages the day to day administration of Women in Business including the events, memberships and programmes. She also manages all the social media content for the organisation.

Gráinne holds a Hons degree in Marketing from University of Ulster and previously worked for Autism Eye Magazine as a Marketing and Events Intern.



Elaine Birchall, Winner of Business Woman of the Year 2019



Women in Business Awards 2018



Women in Business recognised outstanding business women from across Northern Ireland at the 8th Annual Women in Business Awards sponsored by Virgin Media Business in November 2018.

The awards celebrate, reward and acknowledge the hard work and achievements of some of the most successful, entrepreneurial and inspiring business women throughout Northern Ireland.

Thirteen inspirational women together with one organisation, were acknowledged for their outstanding contribution to business in Northern Ireland with Elaine Birchall receiving the accolade for Business Woman of the Year 2018.



Professor Monica McWilliams (recipient of Lifetime Achievement Award) and Roseann Kelly, Chief Executive of Women in Business.



Winner of Award for Best Small Business sponsored by Danske Bank, Claire Hunter - Marine Hotel Ballycastle



Winners of the Women in Business Awards 2018



Tamara McMillen, Executive Sales Director, Virgin Media Business



Winner of Award for Best Marketing Campaign sponsored by Kaizen Print Olga Lynch - The Transfer Tutor (Online Quizzes)

<p>Business Woman of the Year 2019 sponsored by Virgin Media Business Elaine Birchall</p>	<p>Award for Best Customer Service – Small Business sponsored by RSA Insurance Claire Stewart - Cartmill Stewart & Co Chartered Accountants</p>
<p>Award for Advancing Diversity in the Workplace - Corporate sponsored by Queen's University Belfast Allstate Northern Ireland</p>	<p>Award for Excellence in IT sponsored by The Irish News Adrienne Hanna - Right Revenue Ltd.</p>
<p>Award for Advancing Diversity in the Workplace - Individual sponsored by Queen's University Belfast Vicky Davies – Danske Bank UK</p>	<p>Award for Outstanding Innovation sponsored by First Trust Bank Cara Macklin - Macklin Care Homes & Malone Lodge Hotel</p>
<p>Award for Best Marketing Campaign sponsored by Kaizen Print Olga Lynch – The Transfer Tutor (Online Quizzes)</p>	<p>Award for Outstanding Management/Leadership sponsored by Fleet Financial Maeve Monaghan - NOW Group</p>
<p>Award for Best New Start Up sponsored by Go For It Katie Matthews – Excel In Education Tutoring School Ltd.</p>	<p>Award for Best in Professional Services - Corporate sponsored by Grafton Recruitment Tracey Schofield – A&L Goodbody</p>
<p>Award for Best Small Business sponsored by Danske Bank Claire Hunter - Marine Hotel Ballycastle</p>	<p>Award for Best in Professional Services – Small Business sponsored by Grafton Recruitment Aideen Duggan – Keenan Healthcare</p>
<p>Award for Best Customer Service - Corporate sponsored by RSA Insurance Noreen Courtney – Bombardier</p>	<p>Award for Young Business Woman of the Year sponsored by Ulster Bank Deirdre Lynch - Vector Improvements Ltd.</p>



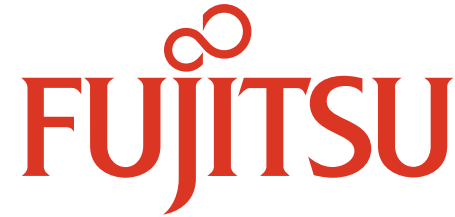
Winner of Award for Best in Professional Services – Corporate sponsored by Grafton Recruitment, Tracey Schofield – A&L Goodbody



Professor Monica McWilliams, recipient of Lifetime Achievement Award



TECHNOLOGY IN REAL TERMS



A proactive supporter of Women in Business for many years, leading local ICT company Fujitsu has played a pivotal role showcasing the importance of diversity and inclusion to business success. Their latest report, 'Co-Creating for Success', explores workplace advancement in an age of digital transformation and reveals that the skills we expect – and need - our employees to possess has changed, as have employee expectations from the workplace. Sinead Dillon, Principal Consultant Fujitsu explains more.

Our latest independent research conducted by Censuswide reveals an interesting shift of focus for business leaders as they adapt to a more digital centric workplace and society. Where once the rise and fall of a company's success felt very much hinged on the needs and demands of customers, it is increasingly clear that employees play a huge role in the success of an organisation. This presents business leaders with a challenge. Digital and societal transformation means that the skills we expect our employees to possess have changed, and employee demands from businesses and workplaces are also evolving.

The report finds that **87% of IT leaders say attracting digitally native staff will be vital to their success in the next three years.** This is a particularly important task in Northern Ireland where it is forecasted that we need at least 400 engineering and technology graduates – and a similar number of maths and computer science graduates - each year to match the jobs expected to be added to the sector by 2026. Factor in the fact that for the fourth consecutive year our Knowledge Economy has been the second fastest growing in the UK, and there is a real sense of urgency and opportunity in the technology field. It is therefore essential that businesses, together with our peers, government and industry, inspire more people from different backgrounds to get involved in science, technology, engineering and maths, and with that – the skills needed in a digital era.

Two thirds of those surveyed in our report say that employees have an increasing amount of influence on their business, and when it comes to the type of people they want in their team, business leaders believe innovators (54%), collaborators (49%) and doers (46%) are most critical to success. With this insight front of mind, how can businesses look to harness the talent of employees while also attracting, inspiring and retaining team members? Being known as a business that listens and encourages employees can boost attractiveness to new talent, while high employee engagement levels have been shown to have a significant positive impact in the workplace, from increasing productivity to reducing sick leave. Almost half of the organisations surveyed in our report said they have lost great people because they felt stifled and frustrated due to lack of staff engagement. For sectors facing skills shortages like technology and ICT, statistics like this cannot be ignored. Talent management that enables and empowers teams to learn, develop and deliver should therefore be a key strategy pillar for businesses in 2019.



Sinead Dillon Principal Consultant at Fujitsu is pictured with Dr Michaela Black from Ulster University, Susan McCambridge from BringITOn and local students at the 'Changing IT: Careers for the Future' event.

As a business, we continually emphasise the importance of co-creation with our customers, so it is only natural we collaborate with our peers in the industry to attract new talent.

In practical terms, inspiring passion at a young age, particularly to a generation of digital natives to whom technology is second nature, can help boost interest in STEM and will ultimately add creative power to the sector. In the last number of years, we have increased our outreach activity with local schools, youth organisations, libraries, colleges and universities to showcase the benefits of a job in ICT. By adopting a collaborative approach, outreach efforts can be shared amongst peers – bringing business benefits to both you and your partners, as well as attendees. Recently, over 200 female students and local teachers from across Northern Ireland attended a special seminar in Belfast and Derry-Londonderry to learn about the growing career opportunities in ICT. Together with BringITOn, Women in Business NI and a collective of leading technology companies, we organised the 'Changing IT: Careers for the Future' events to educate and inform Year 11 and 12 pupils about career paths and the learning and career development opportunities in an evolving IT sector.

Attendees took part in a series of interactive workshops and demos looking at the skills needed for a future job in the industry. Given the under-representation of women in IT, we felt it was important as a sector to come together and help young female students locally understand the scale of opportunity presented by ICT. Event guests had the opportunities to discuss careers in the industry with IT role models and ambassadors from leading local companies including Allstate, CME Group, Deloitte, Kainos, Liberty Information Technology, PwC, Seagate, Ulster University and the Northern Ireland Civil Service. Focused on the future of work, speakers shone a light on the transferable and core skills needed to thrive in the industry and key growth areas including artificial intelligence, cyber security and connected technologies. As a business, we continually emphasise the importance of co-creation with our customers, so it is only natural we collaborate with our peers in the industry to attract new talent. Young people today are increasingly tech-savvy and innovative, and we were thrilled with the focus and enthusiasm from local pupils throughout the event.

Although the percentage of girls studying computing also continues to rise within this, computing is still the A-Level subject with the greatest gender imbalance. There is an imperative for businesses, industry and educators to showcase and promote role models in the digital space.

This is why we are delighted that together with Women in Business NI and ICT member companies, we are hosting Northern Ireland's second 'Women in Tech' conference this March. Delegates will hear from female and male role models and influential entrepreneurs who innovate, challenge and embrace technology while getting advice on their own career paths.

Events and conferences like this are also a great way to show business how they can upskill or retrain current employees or returning employees through continuing professional development (CPD) courses, external training or via internal experts. To fully capitalise on the opportunities presented by the digital revolution, we need not just tech savvy people but also strategists, business and industry experts, managers and creatives and foster an environment of knowledge sharing – not just with digital natives, but in the boardroom.



Sinead Dillon (Fujitsu) is pictured with Julie McGrath (Graffiti Recruitment), Ruth McGuinness (PwC) Sara Lyons (BringITOn NI) Emer Maguire (Science Communicator) and local students at the recent 'Changing IT: Careers for the Future' event in Belfast.

87% of IT leaders say attracting digitally native staff will be vital to their success in the next three years.



Female students and local teachers from the are pictured attending a special seminar in the Catalyst Inc Innovation Centre, Derry-Londonderry to learn about the growing career opportunities in ICT.

WONDERFUL WOMEN IN BUSINESS EVENTS

Our latest schedule of events was a huge success and Women in Business welcomed over 700 members and non-members to our networking, insights, masterclasses and Spotlight on Success event. This programme hosted over 24 events and covered various topics including GDPR, Social Media, Wellbeing and Executive Coaching to name just a few. We followed up at the end of 2018 with the second Spotlight on Success Conference which saw 6 fantastic speakers share their journeys with over 140 attendees. Below are a range of images from the latest Women in Business events programme:



GDPR - Your Compliance Journey with Pinsent Masons



Grow Your Network with Lisa Strutt, Asentiv



Spotlight on Success Conference Dec 2018



Harmonious Networking with Ulster Orchestra



Getting to Know Google Ads with Loud Mouth Media

OUR NEW EVENTS SCHEDULE 2019



Networking Events

A series of structured networking events to bring together Women in Business members, kindly hosted by our partners, members and local businesses.

Speed Networking with Charles Hurst

Date: Tuesday 12th February
Time: 09.30 – 11.00
Venue: Charles Hurst Jaguar Land Rover

Let's Get Started Networking Morning

Date: Thursday 14th March
Time: 09.30 - 11.30
Venue: Catalyst Belfast Fintech Hub, Danske Bank

Put a Spark into Your Networking

Date: Thursday 4th April
Time: 09.30 - 11.30
Venue: NIE Networks, Belfast

Network in Style

Date: Tuesday 7th May
Time: 18.30 - 20.30
Venue: Hobbs, Victoria Square, Belfast

Entrepreneurs' Networking

Date: Wednesday 5th June
Time: 09.30 - 11.30
Venue: Glandore Belfast

Key Events

The Love Me Ball

Date: Thursday 14th February
Venue: St Anne's Cathedral, Belfast

In the spectacular setting of St. Anne's Cathedral, The Love Me Ball will be an exclusive night of world-class entertainment with a scrumptious five-course gala banquet and the chance to win incredible prizes. Taking place on Valentine's Night, it will be an occasion for couples, singles, friends and corporate companies to celebrate love... we need to love our friends, love our partners, love our work but first you must #LoveMe.

Women in Tech Conference

Date: Wednesday 6th March
Venue: Titanic Belfast

Women in Business NI is delighted to bring together a collective of Northern Ireland's leading technology companies and organisations to host the second 'Women in Tech NI' Conference. This empowering one day event will gather both female and male role models who innovate, challenge and embrace technology.

Business Insights

The Women in Business Insight Events will give attendees an overview into business topics. These 2 hour insights will be delivered by expert speakers on current themes and also provide a networking opportunity with other members.

Digitalisation of Tax – Maximise the Opportunities

Date: Tuesday 19th February
Time: 09.30 – 11.30
Venue: Malone Lodge Hotel
Speaker: Gill Johnston, GMC Chartered Accountants

Instagram and Snapchat for Business

Date: Thursday 28th February
Time: 11.00 – 13.30
Venue: SRC Newry
Speaker: Digital by Emma

Perfect Your Pitching Skills

Date: Tuesday 16th April
Time: 09.30 – 11.30
Venue: Ulster Bank Entrepreneur Accelerator

Time Management - Work Smarter, Not Harder

Date: Tuesday 14th May
Time: 09.30 – 11.30
Venue: Quigg Golden, Belfast
Speaker: Claire McCarry and Glenda Nelson

Improve Your Sales Techniques

Date: Tuesday 18th June
Time: 09.30 – 11.30
Venue: Stormont Hotel
Speaker: Naomh McElhatton, SMART Global

Spotlight on Success

Date: Thursday 6th June
Venue: Crowne Plaza Belfast

The Spotlight on Success Conference is a unique half day conference that features leaders from the corporate and entrepreneurial world that have climbed to the top of the organisational ladder or founded, grown and lead their own business.

Annual Female Entrepreneurs Conference 2019

Date: Friday 8th March
Venue: Galgorm Resort & Spa

This conference will be a day of inspiration, networking and learning, with thought-provoking insights, and honest advice to help your business grow and thrive! The conference keynote speaker will be Lady (Michelle) Mone, Baroness of Mayfair OBE.

Masterclasses

Our masterclasses will last up to 3 hours and will provide in depth presentations and learnings on a range of topics suitable for all members from senior managers to budding entrepreneurs.

How To Win At Press & Publicity

Date: Thursday 28th February
Time: 09.30 – 12.30
Venue: The MAC
Speaker: Tina Calder, Excalibur Press & Content Club

Be Bold – Strategic Leadership

Date: Tuesday 26th March
Time: 09.30 – 12.30
Venue: Crowne Plaza
Speaker: Anne Dargan, Rapid Change Consultancy

LinkedIn Essentials

Date: Tuesday 30th April
Time: 09.30 – 12.30
Venue: Malone Lodge Hotel
Speaker: Niamh Taylor, Digital24

Influence the Decision Makers

Date: Thursday 23rd May
Time: 09.30 – 12.30
Venue: Crowne Plaza
Speaker: Mark Hayes, Qualified Trainer and Executive Coach

Mailchimp Masterclass

Date: Thursday 13th June
Time: 09.30 – 12.30
Venue: Stormont Hotel, Belfast
Speaker: Simon Harper, SRH Design

Regional Events

Women in Business is collaborating with key regional partners to continue providing opportunities to all our members Northern Ireland wide. These partners, old and new, include:

- Antrim Enterprise Agency**
5th February / 17th April
- Causeway Enterprise Agency**
27th Feb / 20th June
- Craigavon Industrial Development Organisation**
20th March / 16th May
- Omagh Enterprise Company**
28th March / 28th May
- Women in Enterprise, L/Derry**
14th March / 11th June

Making more
possible

Pictured (L-R) are Roseann Kelly, Women in Business; Christine Boyle, Senergy; Jessica Dornan-Lynas, Afterbook; David Allister, Danske Bank; Claire McMullan, Health Gainz and Yao Yao, JadeBlok LTD.

Danske Bank

TECH STARS ANNOUNCED

Four local female entrepreneurs have been crowned Danske Tech Stars after winning a Danske Bank and Women in Business competition. The four winning start-up businesses were Afterbook, Health Gainz, JadeBlok LTD and Senergy.

As part of the competition all four tech companies will benefit from 12 months' free desk space in the new Catalyst Belfast Fintech Hub co-working space.

The Catalyst Belfast Fintech Hub is Belfast's first dedicated Fintech co-working space, located on the ground floor of Danske Bank's city centre headquarters.

David Allister, Head of Partnerships and Digital Alliances at Danske Bank, said:

"We are delighted to welcome Afterbook, Health Gainz, JadeBlok LTD and Senergy to Catalyst Belfast Fintech Hub. We understand how important it is to support and nurture businesses during the start-up phase and are looking forward to working with each of the entrepreneurs.

"As members of Catalyst Belfast Fintech Hub, the winners will not only benefit from the expertise of the teams within both Danske Bank and Catalyst Inc, but will also have the opportunity to learn from international start-ups and best practice through Danske Bank Group."

Roseann Kelly, Chief Executive at Women in Business added: **"Well done to all our Danske Tech Stars winners. We know that females are still under-represented in the tech sector but it's through positive initiatives like this that we can help increase diversity in the industry."**

The four winners will share workspace with local startups such as Finmondo, LoyalBe, Zymplify and Oroson.

Well done to all our Danske Tech Stars winners.
Roseann Kelly



YOUR BEST LIFE DESIGNED

With New Year's Eve behind us, have you started 2019 based on a 'let's-see-what-this-year-brings' approach or have you set out defined targets? Have you made wistful 'resolutions' or have you a crystal-clear plan for this year?

I've heard it said that the 96% of people who don't have plans unintentionally spend their lives helping to make the plans of the remaining 4% possible. That figure is probably closer to 98 or 99% & that's a slightly uncomfortable thought. Pause for a moment & ask yourself this: who will ever take the strategic direction of your life seriously if you don't.

If you have decided that it's time to take command & chart your own destiny, here are some things to reflect on in advance of taking part in the programme.

Recognise Controllables

Ignore the popular 'wisdom' that 'nothing is impossible' because some things are. Can you control the economy or the weather? No, yet some things are easier to accomplish than you might think. Can you control whom you keep as friends, which books you read, which programmes you watch, what you eat, do & choose to believe? A large part of taking control is recognising what you actually do control. So, take control of those things & let go completely of what you can't.

Score Yourself

As a coach, I continue to encounter people who have never sat down & decided what they want: Equally, those same people have never taken time to score themselves & reflect across a range of key areas in their lives. It's hard to know what to change when you can't honestly say what needs to be changed. It's even harder to know which direction to go when you don't really know where you want to end up. It starts with who you are & where you are right now. Review your personal KPI's & take action on those.

Find Your Why

The achievement of any goal is determined by the strength of the 'why' behind it. Too many of us become side-tracked by 'how', 'what', & 'where' when designing our goals. Can I do this? How much will it cost? What we should be really asking ourselves is: Why do I want it? Those with a strong enough 'why' are the people who overcome all manner of hurdles. Your 'why' is actually your personal rocket-fuel. It's what gets you out of the bed in the morning. It's what keeps you going when others have already given up. No one can give your 'why' to you. Only you will recognise it when you feel it. If you accomplish anything this year, find & harness your biggest 'why'.

It stands to reason that nothing will change until you really decide to make changes. So, you & I need to talk strategy. Life Strategy. How would your life be different if you could achieve your most important life & business goals in the next 24-36 months?

As an accredited coach, I believe that the answers already lie within you. You will recognise them when you find them & finding them is what our day together is designed to accomplish.

Remember that a coach does not 'give' anyone their goals nor does she or he seek to influence the selection. Rather, a coach acts as a discreet 'sounding board' to help you to decide what you want (for your own reasons), then helps you create a plan of measured action towards the achievement of those goals, all the while ensuring that you are kept accountable for their completion.

Come along & meet others just like you, in the same position, with the same questions & the same longing for clarity. Your Best Life Designed is a chance to take a day to open your mind & heart to all your possibilities.

If it's to be me, it's up to me. Say that 10,000 times.

For more information on the programme contact cheryl@womeninbusinessni.com





LET'S GET ENGAGED!

Dear Members,

You've already made a smart decision by joining one of the largest and most diverse forwarding thinking networks of it's kind here in Northern Ireland, but have you really engaged with us? We know it's not always possible/relevant to attend every **networking event, workshop, masterclass or programme** we offer, so treat your time management like a business. Let 2019 be the year that you make time for your development and assess what is appropriate for you, what you would like to achieve and **plan ahead**. Simply go on our website and have a look at what's available to you and book it!

Through our programmes we aim to boost women's abilities, knowledge and confidence. By developing individuals, our programmes will build businesses,

organisations and ultimately contribute to economic growth in Northern Ireland. However you decide to engage with us is up to you – but we are waiting to help you get the most out of your membership. We look forward to engaging with you!

Jacquie Henriette

jacquie@womeninbusinessni.com



OPPORTUNITY KNOCKS!

Whatever your budget we here at Women in Business have something to help you advertise/ promote or simply help brand your business. Prices start from as little as £150 +VAT

Sponsorship

The Women in Business network boasts over 2500 members, 70+ events and an increasing number of programmes each year. With an ever growing business network and activity of support we have a number of new and exciting sponsorship opportunities available this year.

If you would like to promote your brand to a targeted audience and work in conjunction with Women in Business we would love to hear from you.

Opportunities Include:

- Event Sponsorship
- Partnership with Women in Business
- Magazine Sponsorship
- Awards Sponsorship
- Programme Sponsorship

Advertising/Promotion

Ezine Banner Advert:

The WIB monthly ezine is sent to 8,500+ business contacts direct to their inbox.

- £150 + VAT per advert
- £600 + VAT for 6 months
- £1000 + VAT for 12 months

Magazine:

The WIB magazine is printed twice a year and posted to 2,500 members. CEO's of the top businesses in Northern Ireland, as well as Senior Executives of Enterprise Agencies and local councils throughout NI.

- £500 + VAT - Full page advert (free half page editorial)
- £300 + VAT - Half Page Advert
- £150 + VAT - Quarter Page Advert

Branded Email:

The branded email is sent to 8,500+ business contacts direct to their inbox.

- £600 +VAT

We are about quality and not quantity, so all advertising is limited and will be sold on a first come, first served basis.

For full information on upcoming sponsorship opportunities contact info@womeninbusinessni.com or call 0845 607 6041.

IF PR/MARKETING IS YOUR THING, BE SURE TO AVAIL OF:



Bi-annual Magazine

You can submit an article to us on your business, your company or your role.



Members Monday

Your profile raised on social media to 25k+ followers. This 300 word write up with a photo or a 90 sec video will also be loaded to the WIB website. It's a great opportunity to introduce yourself and become a more familiar face synonymous with your business or company.



Members' Offers

You or your company can send us in special offers for the WIB membership



Tuesday Guest Blog

Give us a taste of your knowledge or expertise and become a guest blogger.



Monthly Ezine

Send us your business news. Our ezine goes out to 8,500 Subscribers.

Special Offer On Branded Email

30% Discount for first 6 bookings
Quoting Mag12019





SAFEGUARDING YOUR ONLINE REPUTATION



Laura Cunningham is a media lawyer at Johnsons Solicitors, specialising in reputation management.

In business, your reputation may be your most valuable asset. In the era of social media years of hard work can be undone in an instant. Here are my top tips for protecting your brand:

1. Social Media Policy

have an up to date social media policy which provides clear guidance to employees.

2. Social Media Training

reinforce the terms of your policy by providing training to staff.

3. Reduce Risk

limit the number of individuals who have permission to publish content on your behalf. Restrict this power to trusted employees.

5. Be Vigilant

monitor online interactions for offensive or defamatory commentary. Seek immediate legal advice in relation to defamatory or unlawful content.

6. Have a Backup Plan

have a strategy in place to deal with any threats to your reputation.

At Johnsons we offer a range of services to suit your business' requirements, including:-

- Drafting social media and data protection policies;
- Providing in-house training to you and your staff on defamation and data protection issues;
- Acting swiftly to secure the removal of unlawful material.

For expert advice please contact Laura Cunningham at laura.cunningham@johnsonslaw.co.uk

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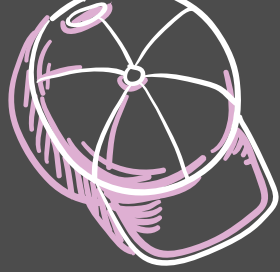
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WIB PARTNERS WITH YENI

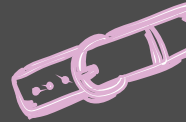
Women in Business is delighted to be named volunteering partner for the Young Enterprise Business Beginnings programme in Primary schools across NI. Students in P7 will have the chance to set up and run their own business over 6 weeks, with support from a Women in Business member as their mentor. They will get the opportunity to sell their products at Young Enterprise Trade Fairs across NI.

If you want to volunteer as a mentor or find out more, email volunteer@yeni.co.uk



Caroline O'Neill

DIGG



I opened DIGG Childrenswear in Dungannon Co Tyrone in 2008. Now, celebrating our eleventh year in business, we are one of the leading kids wear retailers in Ireland. Wow, I feel so proud to make that statement and don't get me wrong, it has taken me a long time to be able to say it with confidence.

Life for me has changed so much since 2008. I am now a wife and mum of two boys and DIGG Childrenswear has become a brand name known throughout Ireland.

Generating sales within my shop environment has never been an issue due to our excellent product, customer service and our unique styling service which we offer to each

and every customer when they walk through our doors. I have certainly struggled with trying to bring all of these things to our online store.

My bricks and mortar shop continues to perform at a higher level than my online store, however, it has taken me eleven years to achieve this success. I now see, almost 2 years after launching my website, that it could possibly take almost as long to develop my online presence and that fact, I am now willing to accept.

Hard work and patience is a virtue.
diggmens-youthwear@hotmail.com
diggchildrenswear.com



YOUR SUCCESS IS MY SUCCESS

Mentoring matters

2018 was an extraordinary year. As a trainer, consultant & mentor to SMEs, I've been fortunate, once again, to work with Women in Business & other support organisations and worked with clients with very diverse businesses across different sectors. I've met some extraordinary men & women who went on to achieve their goals & realise their dreams.

Your success is my success

I have also been fortunate to work in collaboration with a number of WIB members on different projects & was delighted to nominate a number of clients for different awards; Sarah Lavery, ("Dudes & Diva's Entertainment"), was thrilled to be WIBNI "Young Entrepreneur" runner-up & my "Innovation" nominee, Meta Auden ("Spectra Sensory Clothing") won 2 "Eastside" Awards! ("Innovation" & "Best start-up") AND 7 out of the 10 winners for the final Power of 4 event were my mentees! - **Congratulations again all of you!**

Supporting start-up & growth businesses since 1998, I take pride in my clients' success. While marketing, finance & legal & operational issues are all hugely important, (& helping clients digest all this information in bite-size pieces even more so!), more importantly perhaps



is the holistic approach supporting my clients in terms of their well-being & with their own personal development along their business journey.

Support for start-up & growth is often FREE & as I am currently compiling a business support "Road Map"* for NI businesses, including assistance available to your business. Please contact me directly or LinkedIn to find out more.

My best for 2019,

Rosemary

@DirectusNI
rosemary.directus@gmail.com

Sinead Lee

Regulatory Affairs Manager, Ofcom



Reliable broadband and mobile services have become a necessity for more and more people.

Ofcom tracks progress in broadband and mobile services. Our 2018 Connected Nations Report showed that superfast broadband (speeds of 30Mbit/s or more) is now available to 89% of premises in Northern Ireland while good 4G services from all four operators (EE, O2, Three, Vodafone) are available (outdoor) across 79% of landmass and 57% of premises.

This is good progress but we recognise that more needs to be done, especially for people living and working in rural areas, where availability of broadband and mobile services is lower.

Ofcom is also taking action to ensure that these people can legally request a broadband connection of at least 10Mbit/s and upload speed of at least 1Mbit/s. The 'Broadband Universal Service Obligation' will come into force in April 2020.

To help improve mobile capacity and coverage Ofcom is working on a number of initiatives including releasing more spectrum and setting coverage obligations for future spectrum auctions – with the aim of improving coverage in rural areas especially.

Sinead is responsible for mobile, broadband and spectrum policy for Ofcom in NI: sinead.lee@ofcom.org.uk

#NEWYEAR #NEWYOU - BSC HONS MANAGEMENT PRACTICE



The BSc Hons Management Practice is a part-time degree designed to help you make a difference.

The programme design and delivery are intensive and challenging. At the same time the format takes cognisance of busy schedules and the importance of work-life balance. Working in small interactive groups participants are drawn from a diverse range of organisations.

Based at the Ulster University Jordanstown, participants will undertake learning modules which may include: Future of Work, Entrepreneurship in Practice, Change Management, Improving Organisational Performance, Finance, Marketing and Leadership Practice and two Management Practice study visits. **Work-based assignments capture the immediate application of theory to practice. There are NO exams.**

"Partaking on the BSc programme has given me the rare opportunity to learn on subject matters relating to my work and future work, guiding me on my way to a degree which I can obtain while still being able to work full time"
 Conall McQuaid, Class of 2018/19

This programme is tailored for anyone . . .

- who would like to reflect on their leadership and management effectiveness
- who wants an academic management qualification, or
- where the requirement to lead and influence people is becoming increasingly significant in determining success

PLEASE CONTACT:

Dr Joy Taylor
 E: j.taylor@ulster.ac.uk
 T: 07702871441

Janette Sheerman
 E: ja.sheerman@ulster.ac.uk
 T: 07793539280



the conversation starts with us.



mirrormedia
Part of Reach plc



for three years. I was always envious of the “reps” out on the road so when a post came up for a Daily Mirror circulation representative to manage the newspaper sales of the Irish editions, I applied for it – and that was the start! Now I oversee the publication of eight media brands all-Ireland and 120 staff between our Belfast, Dublin and Cork offices.

What is the biggest challenge facing Mirror Media at the moment?

Where do I start? The publishing industry is in a huge transitional period. Our competitors are not just the traditional print titles anymore. Growing digital revenues is a daily conversation we have, but we always need to remember that print is still special to a lot of people and we need to continue to serve those readers.

What’s the best piece of advice you can offer women starting out in business?

Understand what you are good at and just be yourself. Don’t try to be something you are not.

Does the glass ceiling exist for women?

Personally, I haven’t experienced it. Reach plc (Mirror Media parent company) has been progressive trying to encourage more women to develop their career further. Just recently we launched Women Together a network for women across the whole of the company.

As one of Northern Ireland’s first female newspaper bosses Joanne McGreevy, Managing Director of Mirror Media, publisher of the Northern Ireland editions of the Daily Mirror & Sunday Mirror newspapers and Belfast Live; as well as the Irish Mirror, RSVP Magazine and Dublin Live in ROI, has played an instrumental role in bringing modern media to a new generation. In four questions and answers, Joanne gives her take on staying relevant in an ever-changing publishing world.

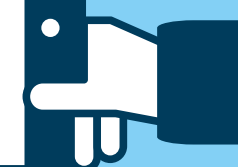
How did your career path lead you to Mirror Media?

I moved into publishing when I saw an ad for newspaper telephone sales in the Belfast Telegraph where I stayed

the conversation starts with us.

Big Offer
for Small Business

£500
CASHBACK



Offer available to Start Ups and Switchers who open and maintain:

- Small Business Current Account
- Mastercard Business Debit Card
- Business eBanking
- First £250 paid after 10 transactions
- Second £250 paid after 12 months active banking



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Making more possible

Reward your Business: visit [danskebank.co.uk/smallbusiness](https://www.danskebank.co.uk/smallbusiness)

To qualify for the cashback, you must be either a new to bank Start Up trading less than 6 months or complete a full switch of your business banking from another financial provider using the Current Account Switch Service. To qualify for the first instalment you must complete 10 eligible transactions on your Danske Small Business Current Account or Danske Small Business Digital Current Account. The first payment of £250 will be credited to your account in the subsequent month. To qualify for the second instalment you must maintain an active banking relationship for 12 months. This means you must complete an average of at least 10 transactions per month during the 12 consecutive months from the date the account is opened (which equates to at least 120 transactions). The Bank reserves the right to vary or withdraw these terms and conditions at any time. You can get details of fees, service charges, interest rates and terms and conditions that may apply to our products from all our branches and on our website at www.danskebank.co.uk. Danske Bank is a trading name of Northern Bank Limited. Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is a member of the Danske Bank Group. COM4157




NORTHERN IRELAND ECONOMY TO CONTINUE TO GROW MODESTLY IN 2019

By Conor Lambe, Chief Economist at Danske Bank

2018 was a year of modest economic growth in Northern Ireland. Consumer spending was constrained by high inflation and business investment was subdued due to Brexit-related uncertainty. As such, the local economy is estimated to have grown by just 1.1 per cent last year.

At Danske Bank, we recently published our latest Northern Ireland Quarterly Sectoral Forecasts report, outlining how we expect the economy to perform in 2019. We think economic growth will rise slightly this year to 1.2 per cent, assuming a Brexit deal is reached and that the UK leaves the EU in an orderly manner.

But what are the key factors that are likely to impact the economy? Which sectors could experience the fastest rates of growth? And what is the outlook for jobs?

Here are five things from our latest report that you need to know about the year ahead.

1. Household spending power is likely to continue to recover gradually, but it will remain under some pressure

Given the strength of the labour market in Northern Ireland and in the rest of the UK, average wage growth has been on an upward trend. In addition, inflation is gradually declining meaning we are seeing a recovery in consumers' spending power and this recovery looks set to continue in 2019. However, there will likely still be some pressure on household budgets and so we are forecasting that consumer spending growth in Northern Ireland will rise just slightly this year.

2. Brexit uncertainty is expected to continue to weigh on business investment

While UK firms seem to be in solid financial shape, they have been reluctant to spend, with business investment having fallen in each of the first three quarters of 2018. Uncertainty around Brexit has been a key factor behind this fall and this is likely to persist until the UK's future, long-term trading relationship with the EU becomes clearer.

3. The services sectors are set to continue to underpin economic growth

From a sector viewpoint, administrative and support services, professional services and information & communication are expected to be the three fastest growing sectors in Northern Ireland this year. Public administration and defence continues to have the weakest outlook of all the sectors, with output expected to contract again in 2019.

4. The economy should continue to add jobs this year

The Northern Ireland economy has continued to benefit from strong jobs growth and we estimate that employment growth will reach 1.9 per cent for the whole of 2018. However, jobs growth is expected to slow to 0.5 per cent in 2019 as the labour market momentum begins to cool and firms are forced to shift their focus from hiring workers to increasing productivity.

5. Interest rates are expected to rise just once in 2019

Given the heightened short-term uncertainty around Brexit, we think it is unlikely that the Bank of England's Monetary Policy Committee (MPC) will make any changes to interest rates in the early part of 2019. With inflation gradually declining, uncertainty around the future relationship between the UK and the EU persisting and a need to tighten monetary policy slowly following a decade of close-to-zero interest rates, we expect to see only one rise in UK interest rates in 2019.

The Northern Ireland economy is expected to grow again in 2019. And there could be some positives, such as strong performances for the business services and ICT sectors and continued jobs growth. But with household spending power set to remain under some pressure, and Brexit-related uncertainty likely to continue to act as a drag on the economy, the rate of economic growth is expected to be fairly modest again this year.



QUEEN'S
UNIVERSITY
BELFAST

SOCIAL
CHARTER

WE ARE COMMITTED TO PROVIDING LEADERSHIP LOCALLY AND GLOBALLY

WE ARE COMMITTED TO PROMOTING A POSITIVE IMPACT ON SOCIETY THROUGH OUR RESEARCH AND EDUCATION

WE ARE COMMITTED TO EQUALITY AND SOCIAL JUSTICE

THEMES



RESEARCH WITH IMPACT



EQUALITY AND EXCELLENCE



EDUCATION WITH SOCIAL PURPOSE



SUSTAINABILITY



BREAKING BOUNDARIES TO PRODUCE NEW KNOWLEDGE



RECOGNISING AND REWARDING CONTRIBUTIONS FROM STUDENTS AND STAFF



CIVIC CULTURE AND INTERCULTURAL DIALOGUE

QUEEN'S UNIVERSITY BELFAST CELEBRATES THE ACHIEVEMENTS OF ITS SOCIAL CHARTER



In January 2019 Queen's University Belfast reaffirmed its commitment to 'shaping a better world' at an event celebrating the successful first year of its Social Charter.

The Social Charter, launched in November 2017, commits the University to making a positive impact on society, and celebrates the great contributions made by Queen's students and staff, both locally and globally.

The principles of the Social Charter are put into practice through a range of activities, including 19 'Signature Projects'.

One of these involves Queen's Students' Union volunteers helping young people from disadvantaged areas to improve their studying skills and build self-confidence through a number of 'Homework Clubs' across Belfast.

Another is led by Professor Mike Shields of the Faculty of Medicine, Health and Life Sciences, who has developed new, rapid point-of-care diagnostic tests for meningitis and other serious infections in children. These tests reduce the waiting time for results from three days to just twenty

minutes – not only reducing anxiety, but also reducing the over-treatment of children.

World-leading research into tidal and wave power is being carried out through another Signature Project, the Centre for Advanced Sustainable Energy (CASE), hosted by Queen's.

Still other projects address cancer treatment, shared education, early childhood development, food safety, equipping future entrepreneurs, providing medical assistance to partners in developing countries – and a host of other pressing contemporary issues.

And beyond the signature projects, there are many other ways in which, through the Social Charter, Queen's has been living up to its commitments to engage with society.

To find out more about Queen's University's Social Charter, and our commitment to creating real positive change, visit www.qub.ac.uk/social-charter/



PROGRAMMES

Women in Business have sourced & helped develop programmes to support, mentor & aid female entrepreneurs & corporate professionals. This strategy will continue to grow & flourish in 2019 with the introduction of new programmes & opportunities for the diverse business community in Northern Ireland.

Reasons to choose a **Women in Business Programme in 2019...**

- Facilitated programmes delivered by industry experts on innovative topics & trends
- Programmes created to support you throughout the life cycle of your professional career
- External networking opportunities with likeminded professionals & peers
- Industry leading personal development programmes at affordable & subsidised prices

Your Best Life Designed

Take Time To Discover You...

- 1 Day Programme delivered by Mark Hayes
- This programme will give you unequalled clarity on what you could be doing to design your best possible life as well as a series of practical & thoughtful tools to put the whole exciting map together.
- Rather than impose a plan manufactured by others, this life-changing day will help you create a plan, envisioned by you, designed by you which truly works for you & gives you the momentum to be the best you can be, starting today.

Mentoring Programme

Boosting Career Development & Progression...

- ½ Day face to face induction to programme delivered by Advance Coaching
- 9-12 months of mentoring support & events
- If you would like direct access to a supportive mentor who challenges ideas, aids advancement, is a confidante & sounding-board, offers continuous support & is invested in your professional development, our mentoring programme is ideal for you.
- Alternatively, would you like to aid another female's advancement, as well as improving your own interpersonal & leadership skills? Mentoring could be the perfect next step.
- By the end of 2019 our mentoring programme will have supported over 300 mentees, established & aided over 150 mentors & run 10 successful cohorts in Northern Ireland.



Back To Business

Inspiring A Positive Return To Work...

- 3 Half Day workshops & 3 1:2:1 Coaching sessions delivered by Una & Gerry McSorely of Marcomm Training (babies are encouraged to attend first group workshop)
- The programme aids the transition back to work after maternity leave feeling inspired, energised & ready to influence.
- The aim of the programme is to empower & motivate returning & new mums, with more focus, drive & ambition to succeed & fulfil their potential.

Your Voice

Creating Effective Communicators...

- 2 Day programme delivered by Andrew Toogood of Proclaim Consulting
- This course aims to develop exceptional presentation & communication skills & improve the performance of leaders, executives, business owners & managers through a combination of learning & practical application.
- The purpose is simple: to build knowledge, skills & confidence to influence & create impact through exceptional communication & presentation.

Bold Conversations

Have Bold & Productive Conversations with Ease...

- 2 Day programme delivered by Anne Dargan of Rapid Change Consultancy
- This programme is for those who are determined to make a difference, are ready to take positive steps & have those inevitable bold conversations to get there. The purpose is to build the core leadership skills necessary to improve relationships, gain positive outcomes & is ideal for experienced or aspiring leaders as well as business owners.
- This programme will help participants understand how to confidently deliver their messages, achieve their best outcomes & manage & maintain effective relationships. The programme will give practise in real life situations & leave participants feeling more confident in saying what needs to be said.

Grit & Grace

Developing Empowering Female Leaders...

- 3 Day Programme delivered in partnership with the William J Clinton Leadership Institute at Queen's University, Belfast.
- The course is highly participative & engaging & encourages participants to consider how their personal values, beliefs & behaviours impact their leadership identity & brand. As a result, participants develop insights on how to make the right changes to progress & improve their leadership styles.
- It has been described as "A must for any aspiring female leader" & participants have shown significant growth through self-awareness & self-confidence.

Women In Business Choir

Release Some Happy Hormones...

- Weekly sessions on Tuesdays from 6-7:30pm delivered by choirmaster, Katie Richardson
- WIB Choir have performed at TEDx Talks, WIB Awards, Strictly Come Dancing events, Belfast Culture Night, a pop-up choir in Procession celebrating one hundred years of voting rights for women in the UK & at a range of Christmas events, including NSPCC's Holy Jolly Christmas at St. Anne's Cathedral.
- The choir is for all abilities & is a relaxed & informal way to meet some of the other WIB members & an opportunity to wind down from a challenging work day. If you'd like to come along have some fun, make some music & some new business connections, we would love to see you there.



Cheryl McNeill,
Programmes Manager
cheryl@womeninbusinessni.com
or call 0845 607 6041

Connor & Lynsay & Ryan & Lizzi & Shaheen & Ciara & Alex & Dean & Esther & Matthew & Daniel.



Huge expansion for kaizenprint. & KaizenBrandEvolution

Co-managing directors Connor and Martin McAuley, shortly after entering their tenth year of business, made the migration from their premises on the Lisburn Road to the new premises in Jennymount Business Park on the 21st of January in a £250,000 expansion to evolve its business across the UK & Ireland. Glenda Johnston leads the client services team which will double in 2019.

Increasing the size of their headquarters to a new 5,000 sq ft base the company have also invested £150,000 in new state of the art digital printing and finishing equipment. Women in Business member Lynsay Spence, Head of Brand for Kaizen Brand Evolution, who has been in charge of overseeing the move has said the latest investment will continue the growth trajectory Kaizen has achieved over the past 10 years, which has seen quadrupled staff numbers from 7 to 32 in the past few years.

"We aim to continuously improve our business and serve new markets across the island of Ireland and beyond. Our new printing and finishing technology allow us to increase capacity of print while reducing lead times."

"Another core focus for our business in 2019 is the development of our branding studio. We have created a renowned creative studio that is working with some of the countries most recognised brands including Boojum, Grafton Recruitment, Punchestown Racecourse and Coillte, to name but a few. We hope to actively encourage the growth of women working within the creative industries in Northern Ireland as we expand."

Aine Morgan Have you had days like these?

I'm a work-life balance coach for busy, perfectionist mums working in professional practice who want to ditch overwhelm and exhaustion.

The secret: It isn't what you do that makes you exhausted but how you do it.

Think about your best day at work. You were amazingly productive all day long, left work feeling amazing and came home really happy. You had a wonderfully connected evening with your family. Yes you were tired after your day's work and ready to kick back, but you weren't exhausted. You felt accomplished, proud, appreciative of yourself.

In comparison, a day that involves time being wasted either to office political shenanigans, saying 'yes' when we mean 'no' or other ways we don't show up fully as our best professional selves, have us coming home feeling 'exhausted' –ratty, lacking energy for the bedtime routine and much more likely to crack into the chocolate stash after dinner even though we had vowed not to do that tonight.

I help women step into the firing on all cylinders, best version of themselves. I think we owe it to ourselves, our families and society to kill it at work and be home in time for dinner. **Are you coming?**

Aine Morgan
hello@ainemorgan.com
ainemorgan.com

DATA PROTECTION AFTER THE IMPLEMENTATION OF GDPR



The implementation of the General Data Protection Regulation ("GDPR") on 25 May 2018, is unlikely to have slipped past many people unnoticed, not least given the flurry of 'consent seeking' emails received in the preceding days. Indeed, in the week leading up to the 25 May 2018, the GDPR was famously googled more times than the ultimate woman in business herself – Beyonce Knowles.

The main reason for the intrigue? It seems very likely to be related to the extensive powers of enforcement the regulatory body in the UK, the Information Commissioners Office (the "ICO") now have including of particular concern to individuals and organisations, the ICO's power to issue fines of up to 20million euro or 4% of global annual turnover, whichever is higher. This along with major changes to obtaining and maintaining consent for processing personal data and the strengthening of data subject rights have put data protection compliance to the forefront of individual's minds.

Whatever steps towards compliance businesses have taken, the ICO have been keen to emphasise that GDPR is a journey not a destination and we have set out some tips below for organisation to maintain their compliance into 2019 and beyond.

1. Avoid complacency: Do not forget that 25 May is only the beginning and not the finish line.

2. Keep it real: Ensure that the processes you worked so hard to put in place on time are actually implemented – these will include retention policies, security measures, timely handling of data subjects' requests, for example. Make sure that these are being followed by you or whoever is tasked with dealing within your organisation and reviewed on at least an annual basis.

3. Adapt: Keep your processes alive and relevant in light of your processing activities and legal obligations – improvements in technology will require security measures to evolve over time, and public and regulators' views on things like acceptable retention periods will change. Make sure your privacy notices continue to be relevant and cover what you actually do in practice. There is a real reputational risk to being perceived as misusing personal data and it is something to keep a close eye on.

4. Make it count: Make sure you devote the necessary resources to these topics and grant your data protection officer or data champion the means necessary to fulfil his or her mission. If you are managing the process yourself, block out the appropriate time to do it - it is important to get it right.

5. Discipline yourself: Beware of function creep, stick to what you informed your data subjects about or provide them with information about your new projects.

6. Communicate: Make sure that your data governance is known and understood internally and externally. Don't forget it could become a competitive advantage.

7. Stay alert: Look for additional changes that will or may occur at European level. This is likely to include evolution in the Commission's adequacy decisions, which relate to data transfers overseas, and the introduction of a new e-Privacy Regulation, which among other things will govern the use of 'cookies'.

8. Learn from your mistakes: If you suffer from a personal data breach, make the necessary record and report (if required) but importantly, take the time to reflect on what went wrong and how you can prevent it happening again.

9. Stay in touch: Liaise with your clients, partners and sub-contractors to make sure you are all aligned. They may also inspire you with best practices and good ideas.

10. Keep an eye on Brexit: compliance with GDPR will be required regardless of the type of Brexit that ensures later this year as it is now part of our domestic law via the Data Protection Act 2018. However, transfers of personal data outside of the UK to other countries within the EU will be affected when we leave the EU and effectively become a 'third country' under the GDPR. You should review the ICO guidance in this area and check your contracts and privacy policies to ensure that you don't get caught out when we leave the EU.

Anna Flanagan - Pinsent Mason

JOANNE CAMPBELL

I have been a full-time fine artist working from home for the last six years. Nature and the vibrancy and speed of working with acrylic paint inspires me and I generally use it. Although I use the same medium I like to experiment with painting on different surfaces, such as slate, hessian, wood, paper and canvas.

With a background in Psychology, Counselling and Education I have a keen interest in art therapy and have taken sessions with adults using art therapeutically. Some of the diverse settings I have facilitated art in have been the HMS Caroline, Larne's Men's Shed, Whitehead's Circle of Friends and Women's Institute groups, various Schools and Whitehead Library. I co facilitated the painting of the shelter on the Blackhead path, with Whitehead Youth Centre.

My work can be viewed on Instagram and bought through my Facebook page ; Joanne Campbell Artwork and is in private collections in New York, Japan, London, France and the UK. In have donated artwork to The Salvation Army and Hope House Ireland.

I hope to exhibit again in October 2019 in Carrickfergus Civic Centre under the name Quadart with three other local artists. Commissions are welcome.

Contact Joanne on :mrs_j_campbell@hotmail.com



PRODUCTIVITY MEETS SIMPLIFIED WORKING

We are all trying to get more out of our working day. Technology often plays a big part in this. With the right tools, we can all be more productive. However, finding these tools can be a challenge in itself.

Oroson can transform how you work and is simple and affordable for SME's to use. It creates one place to connect your content and your team. Not only does this provide you with a single view of your work in one window, it lets you manage your work from here too.

You can add content including files, images, videos, and links and integrate with Google Drive, Microsoft OneDrive and Dropbox. Add notes, stickies and lists to help plan out your work.

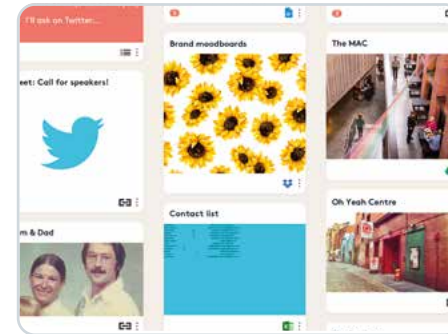
Oroson's visual design helps you engage with your data and create and develop your ideas. The chat features drive collaboration, letting you share content with others and focus communication around this. This makes collaboration easier and more effective across teams and locations.

Daniel McGlade CEO of Oroson said: "We already have a lot of Northern Ireland customers who are Oroson converts including Boojum, IFA, Chamber of Commerce and also Women

in Business members. It's very exciting to see the value and productivity these customers are experiencing with Oroson."

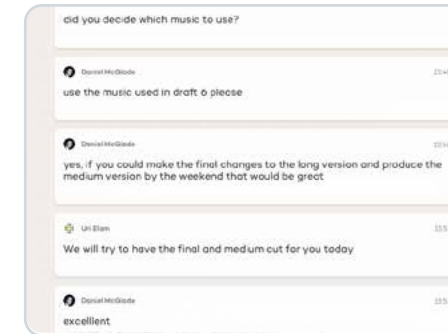


Working individually or as part of a team, Oroson supercharges your productivity.



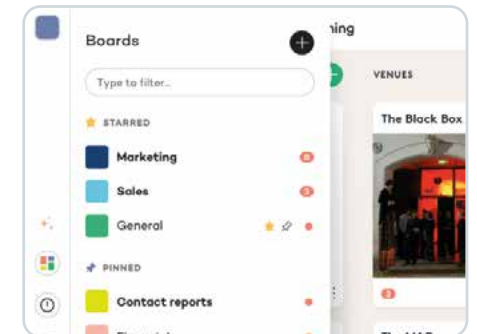
Organise

Your apps, communications and data together in one place.



Collaborate

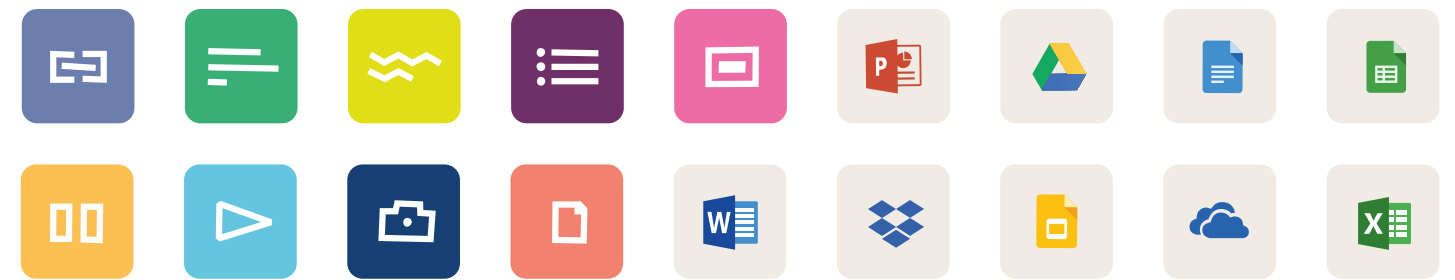
Communicate with your teams, customers and external contacts.



Visualise

Projects are brought to life to help develop your ideas.

Oroson provides a single view of your work in one window



Add files, images, links, notes and lists and integrate with Google Drive, Microsoft OneDrive and Dropbox to manage your projects from one central hub.



"Before using Oroson managing projects was a laborious round of emails and texts between multiple people whom needed to be involved at various stages. Before subscribing to Oroson I had briefly considered a similar tool but found it too complex to navigate. Now I wonder how we managed without it!"

FRANCHINE YOUNG
FOUNDER, BELLEBEE BY FRANCHINE AND WIB MEMBER

Transform your work with Oroson

Visit www.oroion.co to get started for free.



Professor Ian Greer, President & Vice-Chancellor of Queen's University Belfast accepted the Diversity Award at a recent Diversity Breakfast held at the Lanyon Building.



Diversity Mark NI BE AN EMPLOYER OF CHOICE

Demonstrate your commitment to Gender Diversity by joining many progressive organisations in achieving the Gender Diversity Charter Mark

- For every 10% increase in Gender Diversity in the senior executive team, earnings before tax rose by 3.5%
- Inclusive cultures have 22% less turnover rates due to increased morale resulting from a more inclusive & respectful culture

- It's the right thing to do. Prioritising gender diversity shows commitment to social responsibility which brings considerable reputational benefits.
- A gender-diverse workforce provides easier access to resources, multiple sources of information, and wider industry knowledge

To find out how your business can benefit contact **Christine White** on 07966 554003, Christine@diversity-mark-ni.co.uk or visit the website at www.diversity-mark-ni.co.uk

SHS GROUP, DELOITTE, BELFAST HARBOUR & QUEEN'S UNIVERSITY RECOGNISED FOR THEIR COMMITMENT TO GENDER DIVERSITY

The business case for Gender Diversity is compelling and these progressive organisations now see it as key enabler for growth.

Diversity Mark NI was founded by Women in Business NI Ltd and enables organisations to apply for a Charter Mark which will recognise their commitment to, and progress on gender diversity. The straightforward sign up process follows a methodology of self-assessment, target-setting and review and it prioritises continuous progression with goals set by, and appropriate to each individual organisation. It requires organisations to take bolder steps to create a respectful and inclusive culture so women, and all employees feel safe and supported at work.

To find out how you can join these progressive organisations in achieving the Gender Diversity Charter Mark visit www.diversity-mark-ni.co.uk or get in touch with Christine White christine@diversity-mark-ni.co.uk.



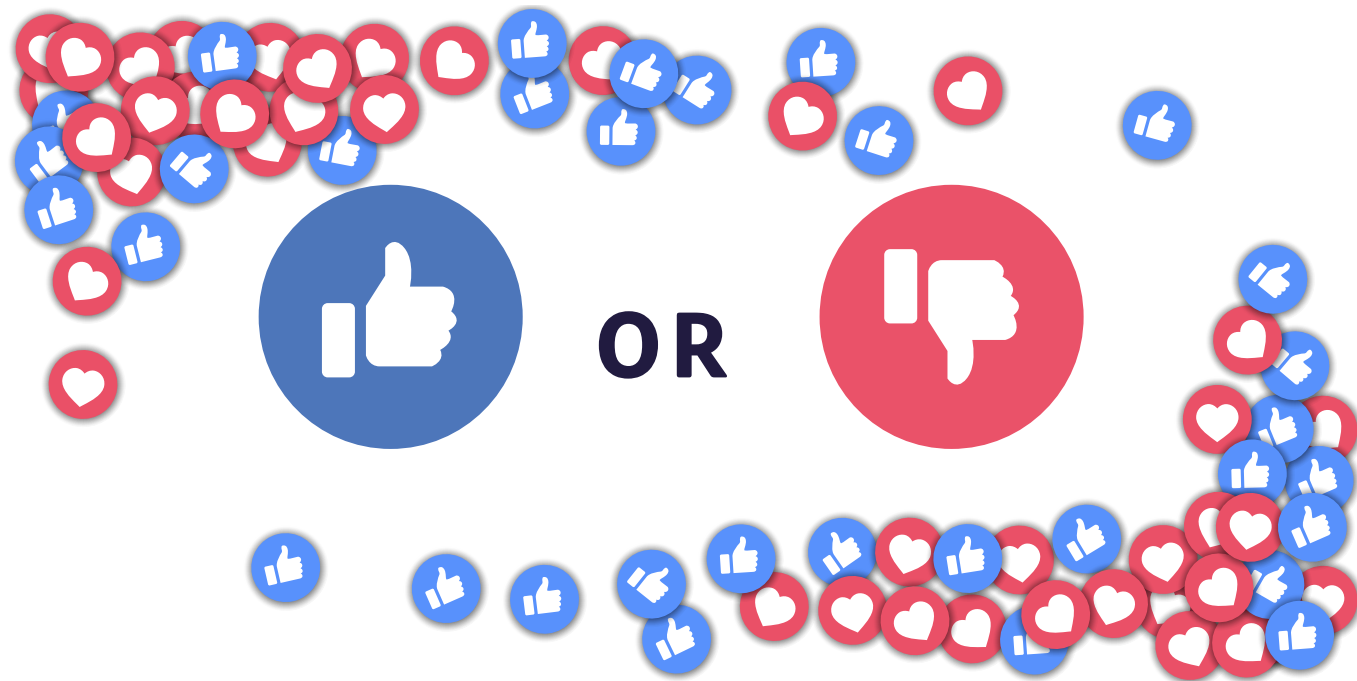
Elaine Birchall, CEO of the SHS Group accepting the Diversity Award from Christine White, Dr Bryan Keating CBE & Nichola Robinson.



Jackie Henry, Senior Partner of Deloitte Northern Ireland was presented with the Diversity Award at a recent Diversity breakfast at Danske Bank.



Patricia Toolan, HR Director at Belfast Harbour accepting the Diversity Award from Christine White & Nichola Robinson at the Belfast Harbour Commissioners office.



SOCIAL MEDIA HELP OR HINDRANCE?

Social media is the revolution of the modern age. It has entirely changed how we do business, how we market ourselves & our brand, how we handle customer service and much more.

The advent of Facebook pages was a game changer for independent businesses. In years gone by you would have needed a complete business plan and a small business loan from the bank to start out on your own but now it's a mere click away with a Facebook business page. In a matter of minutes, you can have a fully fleshed out, professional looking page for your business and you don't even have to leave your sofa!

Instagram started off as a photo sharing app for hipsters with iPhones but has grown into one of the biggest e-commerce platforms out on the market. With one or two product tags an influencer on Instagram can reach thousands, if not millions, of potential customers in minutes. It has completely changed how customers can be sold to online.

The impact that social media has had is endless and somewhat overwhelming at times as it can change at a rapid-fire pace with new updates being released almost every day. But outside the professional sphere, is social media a help or a hindrance? With the endless filters, selfies and online trolls, lots of people argue that it is the scourge of our time.

Cyberbullying has skyrocketed in recent years with social media being one of the most used means. A survey conducted on ten thousand youths from 2017 states that "more youths experienced cyberbullying on Instagram than any other platform at 42 percent, with Facebook following close behind at 37 percent. Snapchat ranked third at 31 percent".

A more recent study conducted by University of London has found "that girls are twice as likely to show signs of depressive symptoms linked to social media use at age 14 compared with boys."

Naomh McElhatton

naomh@smartglobal.online



However, there are others who laud social media for being good for their mental health. SMART Global CEO Naomh McElhatton spoke on BBC Radio Ulster (Clip begins around 1:55:00) recently discussing the phenomenon that is Mrs Hinch on Instagram. A true rising star, Mrs Hinch with her cleaning hacks and tips went from one thousand followers to a shocking one million in under six months! Many say they follow her because watching her clean and then using the tips and tricks themselves has actually helped their mental wellbeing. And the same is true for a slew of other influencers on the platform, whose niches range from cleaning videos to showing off their travels.

Social media connects people and creates and facilitates so many jobs and businesses. Even for the critics as "digital detox" blogs and books have boomed in the last couple of years. However, the above figures on depression and mental health cannot be ignored or dismissed.

There is no definitive answer on whether social media is inherently good or bad. There may never be an answer. It is a grey area that is equal parts positive and equal parts negative. What is clear is that we must take care of ourselves and our children online. Don't stay glued to your phones or tablets. Set screen time boundaries. As with most things in life, everything in moderation is the way to go.

What are your opinions on social media? Help or hindrance?

YOUR BUSINESS IN 2019. HAVE YOU GOT THE USER FACTOR?

2018 marked the year that some of the big changes that have been coming for a long time started to take shape. The increasing shift to online purchases from in-store has meant that many of the chains, that have occupied property in the high street, no longer need the same physical presence. In Belfast this has affected independents as customer footfall diminishes. This is the tip of the iceberg. The times are changing. They have changed, significantly as this year will show. Customer demands are greater and scarier than ever. Competition is not just local, thanks to the explosion of digital marketing, it's global. Small businesses have the opportunity to reach far flung markets, but it also means that they are facing serious competition from all over the world. Which, in and of itself, is a lot to take in. Yet further changes lie on the horizon, not withstanding GDPR and Brexit.

I have spent December, and will be spending January and February, speaking to businesses getting to understand what has been difficult for them last year. All businesses report significant pressures to stay solvent. From those conversations it has become clear that we are in time of great disruption. In these times we look for innovation, but it is clear to me that support in dealing with the challenging times ahead must be grounded in the reality of small and medium enterprises (SME's) out there trying to make a living. Anything less than support that responds to challenges specific to the local context isn't support at all. Bottom line, SME's need all the support they can get.

The Innovation Lab based at the Department of Finance is looking to recruit SME's who are interested in accessing support to help them deal with the economic challenges ahead. The support comes in the form of expert training in customer-driven innovation. Which is the only way forward given the customer is the raison d'être of your business. If you don't get their needs right and understand what motivates your customer, it's all downhill from there. This support is funded by Interreg Atlantic area Programme, and aims to strengthen innovation in SME's.

If you would like to be considered for this programme of free support, get in contact with me, Elizabeth by sending an email to the email address below. There is a limited number of places and it is anticipated that there will be high demand. Get in touch to see if your business might be suitable. The take away from this - embrace 2019 with a programme designed to support you today for tomorrow's challenges. info@coffeenosugar.co.uk

Elizabeth Meehan

is a Service Designer and supports
the Innovation Lab at the Department of Finance.

Caroline Rafferty

A CAREER JOURNEY I WASN'T EXPECTING...

Homecare Independent Living (HCIL) was my second job out of University. Upon completion of a BA Hons Degree in Accounting and Finance at Jordanstown I joined a practice to complete my Institute of Chartered Accountants exams. I joined HCIL in 2009 as a Financial Accountant. Admittedly, in the back of my mind I was calculating how long I'd need to be in the company to qualify for maternity, something we still laugh about now.

HCIL was the start of an amazing journey both personally and professionally, in a company where I get fantastic job satisfaction, working alongside people who would inspire, challenge and encourage me. I was promoted in 2010 to Financial Controller and again in 2012 to Chief Financial Officer. What started as a small family business, had grown quickly into a significant employer and industry player. I needed to create new financial systems, management accounts and transform the way data was recorded whilst simultaneously feeding into the company strategy and direction. I set myself the challenge of having all accounting systems operational by December (having joined in May). The next challenge was preparing ourselves to report to a PLC level within two months, which we accomplished. I discovered a real joy and love for my job that I hadn't felt before.

In July 2018 I was promoted to Managing Director. Being MD was never on my list of career goals, it took me a while to decide if the role was for me but so far, I love it. I have an excellent team of people around me, I am passionate about HCIL and the health and social care industry and I'm committed to making a real difference.

Mairead and Gerald Mackle have both been hugely influential both on a personal and professional level. They share the same vision, always see the end goal and talk about it as if we are already there. Although mine is an extremely demanding role, the HCIL family-based values enable me to have a flexible work/life balance, something I very much value as a wife and mother of three young children. Mairead gives me autonomy to get on with things, trusting that I share her same vision, passion and values; she loves to see people succeeding. Gerald has a quiet determination that I really admire. He knows exactly how a project will be implemented and isn't afraid of taking a risk. Before Homecare I would have been a very risk averse person, but I have learned that sometimes you have trust yourself and take the leap - if it's meant to be it will be.

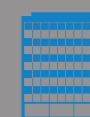
Consistency is key for me. It allows me to organise my time efficiently, collect my thoughts and channel my energy into tasks that will deliver real results. I block Monday and Friday out of my diary for thinking and planning, Tuesday's and Thursday's are meeting days with Senior Management, members of my leadership team and other key staff. It's really important that I have one-to-one time to listen to those I work so closely with - it means I spend a lot of my week actually learning.



Glandore



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Ireland &
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Arthur Place



Grand Canal House



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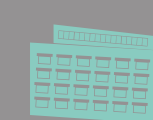
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A digital
workplace calls
for a diverse
workforce

FUJITSU



We believe in the power of difference to create
a better future for everyone.