



**CORKMEET**  
2010  
International Business Networking



The **CORKMEET** 2010 Conference is the final part of the 3 day annual event. The focus of **CORKMEET** is to facilitate formal and informal networking opportunities between delegates and to provide a stimulating and informative programme of events. Launched in 2009, the event has already established itself as the largest networking business forum in Ireland and in 2010 will facilitate over 3,000 pre-arranged networking meetings. Event delegates represent a cross-section of sectors and company sizes from across Ireland, Europe and further afield.

The **CORKMEET** conference can be booked as a part of the **CORKMEET** event or separately for the nominal fee of €50. Please contact 026 20520 or visit [www.corkmeet.ie](http://www.corkmeet.ie) for further information.

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**CORKMEET**  
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## Connecting with Your Customer

Insights, inspiration and ideas for attracting and retaining customers

Friday, October 8th 2010  
Radisson Blu Hotel, Little Island, Cork

## CONFERENCE PROGRAMME

The **CORKMEET** 2010 Conference is kindly sponsored by **newstalk**.

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Your customers are the key to your success but are you successfully attracting new customers and managing existing relationships to ensure you are retaining your customer base?

Ultimately, businesses need to make sure that people are talking about them and that they stand out in today's crowded market place. This conference explores two important ways that companies can adapt to the current climate and ultimately attract new clients, whilst retaining existing clients. These involve going back to basics and exploring innovative ways to move your business forward.

We hope to provide an entertaining conference which will inspire companies to take a look at the way they are doing business and running their business. Our programme of speakers includes a mix of industry experts and case studies of successful companies that are doing things the right way.

9.15	Opening Address	<b>George Hook,</b> <i>Broadcaster</i>
9.30	Practical Session	<b>Gerard Tannam,</b> <i>CEO Islandbridge Brand Development</i>
10.00	Business Case Study	<b>Sheila Gilroy Collins,</b> <i>Commercial Marketing Manager, Donegal Creameries plc,</i>
10.30	Coffee Break	
10.45	Business Case Study	<b>Paul Fitzgerald,</b> <i>CEO Park Magic</i>
11.15	Keynote	<b>Sean Gallagher,</b> <i>Entrepreneur</i>
12.00	Speaker Q&A	Facilitated by <b>George Hook</b>
12.30	Closing Address	<b>Mr. Batt O'Keefe T.D.,</b> <i>Minister for Enterprise, Trade and Innovation</i>
12.45	Official Closing of CORKMEET 2010, followed by light lunch	



### Sean Gallagher\_Entrepreneur

Recognisable to most people as one of Ireland's Dragons on RTE's Dragon Den, Sean is the founder and former CEO of Ireland's largest home technology company, Smarthomes. Committed to lifelong learning, Sean believes that success is available to anyone who chooses it and works at it. His passion in life also involves working with people to set up, grow and achieve success in business. Sean was recently appointed to the boards of FS, InterTradelreland and The Drogheda Port Authority.



### George Hook\_Broadcaster

Businessman, broadcaster and commentator, George is well versed in the art of successfully connecting with your customers. His meteoric rise as a broadcaster with Newstalk demonstrates how he took a start-up show in 2002 to now be one of the most listened to drive time radio shows in the country. A highly sought after speaker, George was voted Dublin Chamber's most popular speaker in 2006.



### Gerard Tannam\_CEO Islandbridge Brand Development

A serial entrepreneur, business mentor and regular contributor to business publications, Gerard has a track record for successfully working with clients who want to grow their brands. He established a number of businesses in Asia and Europe before setting up Islandbridge Brand Development in Dublin in 2004. Since then, he has worked with business-owners in Ireland and overseas to build strong brands that underpin the all-important commercial relationships between buyers and sellers, and lay the foundations for sustained business success.



### Sheila Gilroy Collins\_Commercial Marketing Manager, Donegal Creameries plc

Sheila has over 20 years' experience in advertising and marketing working with leading creative agencies including DDFH&B and McCann-Erickson. A former Marketing Manager with Musgrave SuperValu-Centra NI and The Donnelly Group, Sheila is Commercial Marketing Manager with Donegal Creameries and is responsible for the domestic and international development of value added dairy brands including Rumlbers (which are largely exported to the UK & France) and Organic For Us.



### Paul Fitzgerald\_CEO, Park Magic

Prior to joining ParkMagic, Paul was the Managing Director of Tecnomen Ireland (now Tecnotree), part of the Finnish publicly (HEX) quoted telecoms infrastructure vendor. Paul held full legal and P&L responsibility for all activities of the Irish operation. Within ParkMagic, as Chief Executive Officer, Paul is responsible for the on target expansion of the company both domestically and internationally.