



## SPECIAL B&B ACCOMMODATION RATES AVAILABLE TO MEETWEST DELEGATES:

€65 single occupancy  
€50 per person sharing

for enquiries, please contact

**McWilliam Park Hotel (quoting MEETWEST) directly at 094 9378000,  
info@mcwilliamparkhotel.ie, www.mcwilliamparkhotel.ie**

*"I found it very  
worthwhile and  
engaging"*

**Pat Murphy  
Celestica**

*"I met with a good  
number of relevant  
decision makers which  
made my participation  
well worthwhile. The  
organisation, logistics and  
facilities were top class"*

**Robert Rowlette  
Rowlette Consulting**

*"Congratulations  
on a terrific event -  
most enjoyable and  
extremely well run"*

**Brendan Boyle  
Brendan Boyle Claims**

**24 – 25  
NOVEMBER  
2016**

**McWILLIAM  
PARK HOTEL**  
CLAREMORRIS  
CO MAYO

CONNECT WITH PEOPLE

CREATE NEW OPPORTUNITIES

PROMOTE YOUR BUSINESS IN THE WEST

**TO BOOK YOUR PLACE VISIT [WWW.MEETWEST.IE](http://WWW.MEETWEST.IE)**

registration will close as soon as places have been filled  
attendance fee: €175 inc VAT per delegate

**FOR MORE INFORMATION:**

call 091 777111 or email [info@meetwest.ie](mailto:info@meetwest.ie)



Local Enterprise Office  
Oifig Fionraíochta Áitiúil



Comhairle Chontae na Gaillimhe  
Galway County Council

Oifig Fionraíochta Áitiúil  
Local Enterprise Office  
Galway | Galway



Oifig Fionraíochta Áitiúil  
Local Enterprise Office  
Roscommon



Córas Iompair Éireann

SCCU1 Enterprises Ltd  
Glencregg Community Action Committee

ENTERPRISE  
IRELAND

**IDA  
IRELAND**



Invest  
Northern  
Ireland

[www.meetwest.ie](http://www.meetwest.ie)





[www.meetwest.ie](http://www.meetwest.ie)

**MeetWest**, the largest business networking event in the West of Ireland brings a wide range of companies from the West of Ireland and further afield together to network and do business.

Now in its sixth year, **MeetWest** offers participating companies a full day of tailored one to one networking meetings complemented by a conference and a networking dinner.

The event offers delegates an invaluable opportunity to meet and connect with other businesses.

*"I was blown away by the standard of delivery across the board"*

Geoff Allen  
MakinMediaMobile

## DAY ONE Schedule

### Thursday 24<sup>th</sup> November 2016

- 3.30 pm Registration
- 4.00 pm Conference Opening - Peter Hynes, Chief Executive, Mayo County Council
- 4.15 pm Conference: '**MeetWest 2016: Finding Opportunities to Grow'**
- 7.00 pm Networking Reception
- 8.00pm Networking Dinner with Guest Speaker, David McWilliams

## DAY TWO Schedule

### Friday 25<sup>th</sup> November 2016

- 8.00am Registration and Distribution of Arranged Meeting Schedules
- 9.20 am One to One Business Networking Meetings
- 10.40 am Coffee Break
- 11.00 am One to One Business Networking Meetings
- 1.00 pm Lunch
- 2.20 pm One to One Business Networking Meetings
- Ten to One Business Networking Meetings
- 4.00 pm Event Close

#### After Dinner Speaker



**David  
McWilliams**

David McWilliams, global economist and uncompromising thinker, with a relaxed, confident and entertaining style was voted the most influential economist in the UK and Ireland in 2015. The first economist to identify the Irish boom as nothing more than a credit bubble, warning of its collapse and the consequences, David is also a journalist, lecturer, broadcaster and documentary maker. He has four bestsellers and award-winning documentaries to his credit.

When not thinking, talking and writing economics David hosts "Kilkonomics", the world's only economics and comedy festival described by the Irish Times as "Davos with jokes". Very active on social media and the third most widely followed economist in the world, David writes two economics columns a week and is a regular international contributor to the Financial Times.

## CONFERENCE SPEAKERS



### NIALL O'DONNELLAN: Head - Strategy, People and Regions, Enterprise Ireland

#### Brexit: The Challenges & Opportunities

Divisional Manager with responsibility for Strategy, Policy and Planning, Leadership and Management Development, Skills, Competitiveness and Regions within Enterprise Ireland, Niall is also acting CFO for Enterprise Ireland.

Prior to joining Enterprise Ireland, Niall worked in Forfás (the former Industrial Policy Body), on enterprise and EU support programmes and supply of skills, where he was involved in establishing the Expert Group on Future Skill Needs. Having also held senior management positions in the Department of Enterprise, Trade and Employment, FÁS, the Youth Employment Agency, IDA Ireland, Niall was also involved in the set-up and management of an enterprise centre in South County Dublin. He is particularly interested in strategy formulation and implementation in key areas of economic development including supply of skills. Niall holds an MA in Economics from NUIG (1980) and an MBA from DCU (1992).



### JO COLLINS: Managing Director, SalesPerformance.ie

#### Know Your Customer To Take Your Business to the Next Level

With over 25 years experience in Sales and Sales Management, and valuable experience gained working for Ireland's leading media organisation, Independent Newspapers, Jo Collins now shares that skill and knowledge with the SME market. As managing director of SalesPerformance.ie, she works with companies to grow their profits, by introducing Effective Processes and Structures for their Sales Teams.



### FERGAL O'CONNOR: CEO & Founder at Happy Marketing & Media

#### Making Sense of the Digital Maze - Practical Paths for your business

Fergal O'Connor, CEO of hmm.ie & buymedia.ie, will explore practical case studies and tools to demonstrate how SMEs can humanise their message and use the power of digital marketing to attract the right customers to grow their business.

A marketing graduate with 23 years of commercial experience in media, marketing and advertising, Fergal has worked at all levels within the media industry from Advertising Sales to International Sales & Marketing Director. His experience spans all media types including newspapers, magazines, radio, TV, online and social. A business owner, Fergal founded and managed two successful media businesses in the 1990s. He has recently established his third company Happy Marketing & Media (hmm.ie), a full service marketing company specialising in content marketing and media buying. Part of the Enterprise Ireland New Frontiers Entrepreneur programme, Fergal is currently developing an online advertising trading platform for SMEs at buymedia.ie.



**Noel  
Davidson**  
The Entrepreneurs  
Academy

## MASTER OF CEREMONIES

As Director of Training with the Entrepreneurs Academy, Noel leads a training team that designs and delivers practical and highly engaging materials for entrepreneurs and leaders of SMEs. Noel has been acknowledged as one of the best trainers in the country and constantly exceeds participant and client expectations.

Noel is a Specialist in Social Media, E-Marketing, Information Technology, Sales & Marketing, Business Planning, Strategy, Productivity and Improvement, Idea generation, Creativity & Innovation. He specialises in training and mentoring SME business owners/managers on how to develop and strengthen their business strategies in a creative and cost effective way.