



W-Power

Irish Thematic Seminar Week

23rd - 25th March 2021

Online via  b2match

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NETWORKING | PANEL DISCUSSIONS | WORKSHOPS | B2B MATCHMAKING

Empower. Network. Grow.

Empowering women entrepreneurs in sparsely populated communities

Irish Thematic Seminar Week – Agenda

TUESDAY 23RD MARCH 2021

Irish Standard Time

9.30am–10.30am

Introductory Session - Welcome!

Welcome to the W-Power Project: Helena Puhakka-Tarvainen
Introduction to the Irish Thematic Seminar Week: Helena Deane, WestBIC
Networking Information and Tips – Noreen D'Arcy, D'arcy Marketing & PR

10.30am–11am

Matchmaking: Bilateral Meetings

1:1 scheduled meetings - Network and meet fellow female entrepreneurs and stakeholders

11am–12pm

Workshop 1: Digital Marketing

Practical tips & information on how you can better promote your business through online channels and social media by Nicola Barrett, Mark Anthony Brands International

12pm–5pm

Matchmaking: Bilateral Meetings

1:1 scheduled meetings - Network and meet fellow female entrepreneurs and stakeholders



Irish Thematic Seminar Week – Agenda

WEDNESDAY 24TH MARCH 2021

Irish Standard Time

9am–11.30am — **Panel Discussions: Role Models & Peer Networks**

Role Models: The importance of role models as a positive influencing factor on entrepreneurial motivation and development

Peer Female Entrepreneur Networks: The relevance and impact of peer female entrepreneur networks, different models, best practice, and motivation for taking part in such networks.

The panel discussions will be facilitated by Susan HayesCulleton, CFA. Susan is co-founder of The Positive Economist, Associate Lecturer at Ulster University, host of “Fantastic Female Fridays” and presenter of the Savvy Women Online podcast.

11.30am–5pm — **Matchmaking: Bilateral Meetings**

1:1 scheduled meetings - Network and meet fellow female entrepreneurs and stakeholders



Irish Thematic Seminar Week – Agenda

THURSDAY 25TH MARCH 2021

Irish Standard Time

9.30am–11am — **Workshop 2: Training-as-a-Product- How to commercialise your know-how & experience**

Meg O'Gara of MegnificentCreative.com will explore how you can establish a business based on the commercialisation of your own know-how and experience - creating additional income streams.

Meg will delve into the challenges and opportunities such a business idea presents.

11.30am–5pm — **Matchmaking: Bilateral Meetings**

1:1 scheduled meetings - Network and meet fellow female entrepreneurs and stakeholders

