



Carlow County
Enterprise Board



South-East
Regional Authority
Udaras Reigiunach
an Oir-Dheiscirt

INVITATION

Visualize Business Strategy Lunch

13th March 2014 @ 12.30pm

**Free Lunch Networking Seminar in association with the part EU-funded
INTERREG IVC Project 'Young SMEs'**



European Union
European Regional Development Fund

Carlow County Enterprise Board & The South East Regional Authority is delighted to present 35 SME's with the opportunity to attend "Visualize Business Strategy Lunch" in the VISUAL Centre for Contemporary Art, Carlow on Thursday 13th March 2014. This free event is aimed at owner managers and their key staff and provides an opportunity to:

- Network with your Peers
- Develop new business relationships
- Hear from Industry Experts on Developing a Business Strategy

The programme for the event is as follows:

- 12.30pm Registration**
- 12.35pm Welcome by Kieran Comerford – CEO – Carlow CEB**
- 12.40pm "Developing a Business Strategy to Drive Your Business Forward"**
Presented by Theresa Mulvihill of Smart Marketing
- 1.10pm Q & A**
- 1.20pm Lunch & Networking (Light Lunch provided by Lennox @ Visual)**
- 2.00pm Closing words by Terry O'Brien – SERA**

To register for this free event e-mail tkehoe@carlow-ceb.com or call 059/9130880 (Option 1). Reservation is required places are allocated on a first come, first served basis.



This event is organised by Carlow CEB & SERA and is in the area.

For further information on Carlow Town visit www.carlow.ie/business

**This event is co-financed by the EU's European Regional Development Fund
and made possible by INTERREG IVC**

www.youngsmes.eu



Speaker Profile - Theresa Mulvihill



Theresa Mulvihill works as a Marketing and Business Development consultant, mentor and trainer to businesses and individuals throughout the Midwest region. She is the Director of Smart Marketing Limited currently employing 4 people, which she launched in 2002. Theresa holds a Business Studies and Marketing Degree (GMIT), Certificate in Training and Continuing Education (NUI Maynooth), Diploma in Business Networking (DIT), Diploma in Financial planning (LIA). She is a graduate member of the Marketing Institute of Ireland, BNI Armada and is a Fas Registered trainer.

After graduating Theresa worked with blue chip companies including Xerox Europe in Blanchardstown. She then moved to Athlone where she began work with the An Post subsidiary One Direct. In 2002 she moved to County Clare where she built up her business Smart Marketing Limited. She has over fourteen years marketing and business management experience. Her core area of expertise is marketing and she provides marketing structure, focus and project management for individuals and companies. She has predominantly worked with pre start up, start up and post start up businesses since early 2002. She has vast knowledge and experience within this sector and works with clients through a combination of mentoring, consultancy and training. Theresa who is married with 2 young children has an excellent grasp and understanding of the challenges facing the needs and requirements of entrepreneurs in today's turbulent and challenging economic climate. An avid supporter and promoter of networking as the future for businesses Theresa decided to study Business Networking in DIT and has excellent practical experience and knowledge of networking and collaboration initiatives with businesses.

As Managing Director of Smart Marketing Limited, she has won substantial contracts with a diverse and wide range of business in the manufacturing, construction, leisure, retail, insurance, hotel and catering industries and pre start up, start up, and post start up operations. Theresa has also worked with high potential start ups and is on the mentoring panel for state agencies including Enterprise Ireland, FAS and various County Enterprise Boards throughout the Republic. She has carried out training work for numerous Government agencies and support groups including; Westmeath County Enterprise Board, Clare County Enterprise Board, Limerick County Enterprise Board, Longford County Enterprise Board, Paul Partnership, Limerick City Enterprise Board. ACIST Skillnets, Future Leaders Skillnets, and has given talks on behalf of various groups to Women in Business Initiatives.

Theresa also held the contract for managing the Midwest Regional Engineering Skillnet. She has holds the contracts for the organisation of various Women In Business Networking groups.

Theresa's mission is to assist micro businesses and SMEs in dealing with the marketing and business challenges that companies are faced with which are triggered by today's ever changing and challenging economic climate.