

Title of Report: Enterprise Week 2016	Officer presenting: Author: Programme Manager
--	--

1 Purpose of Report/Recommendations

1.1 To give members' an overview of outputs re. Enterprise Week 2016 Programme

2 Background

2.1 The Enterprise Week 2016 programme took place between 22nd - 26th February, with over 60 events across Derry and Strabane this represents the largest Enterprise Week programme since inception in 2013.

2.2 A number of key partners assisted in delivery of the 2016 programme including:

- Blick Studios
- Chamber of Commerce
- Enterprise NW
- Fashion & Textile Design Centre
- Foyle Business Network
- Intertrade Ireland
- Invest NI
- NISP
- Noribic
- North West Regional College
- Rapid
- Strabane Enterprise Centre
- Ulster Bank
- Ulster University
- Women in Enterprise

2.3 Detailed below is a brief overview of attendee numbers (available to date), a full analysis will be provided following completion of the Enterprise Week evaluation

Time	Location	Monday 22nd Feb.	Attendee Numbers
9.00 - 1.00	The Guildhall	Tourism Day - Focusing on Year of Food	100
2.00 -4.00	The Guildhall	Developing a Digital Strategy, Conor Boyce	21
10.30-12.30	Craft Village	Creative Thinking for Ideas Generation, Janet Coulter	22
2.30 – 4.00	FTDC	Fashion Futures Janet Coulter	19
2.30 -4.30	Rapid	Rural Development Information Session, Deirdre Harte/ Sharon Smyth	21
7.00-9.00	Walled City Brewery	Who wants to be an Entrepreneur	25
Time	Location	Tuesday 23rd Feb.	
10.00 – 4.00pm	Nerve Centre	Master Class in project development for TV	20 (AM session) 30 (PM session)
1.30-3.30	City Hotel	Writing winning tenders, Roisin Mallon	5
9.00 -3.00 pm	TBC	Facebook Advertising, Des Mulholland	25
Time	Location	Wednesday 24th Feb.	
8.00 - 9.30	Everglades Hotel	Sell More, Pitch Better – How to become a more confident presenter and sell more effectively – Ryan Williams, Ally Consulting	8
10.00 - 1.00	Everglades Hotel	Meet the Buyer	25 Buyers 65 Suppliers
Time	Location	Thursday 25th Feb.	
10.00 - 11.00	NISP	Richard Ramsey or other Economist TBC	14

11.00 - 1.00	NISP	Does developing your leadership really impact your bottom line - Paul Fieldhouse	8
12.00 -2.00	City Hotel	Social Media for Senior Management, Patricia Green Nolka	21
Time	Location	Friday 26th Feb	
10.00- 1.00	City Hotel	Funding Event: including presentations by Invest Northern Ireland; Intertrade Ireland; Rural Development Fund; Crowd Funding; Banks etc D	

3 Key Issues

Due to low registrations some scheduled events had to be cancelled, specifically Procurement & Challenges for Business (Strabane) and Energy Conference – Powering Business in the North West (Derry), the event organisers have advised Council that they are happy to reschedule these events at a later date.

4 Financial, Equality, Legal, HR and Other Implications

Enterprise Week 2016 had a budget allocation of £10k accommodated through existing ED budget lines.

5 Recommendations

Members are asked to note the contents of the report.