

iSME
Irish SME Association

ANNUAL | 20
CONFERENCE | 17

WHAT'S
YOUR STORY ?

DRIVING BUSINESS GROWTH
THROUGH STORYTELLING



FRIDAY 3rd NOVEMBER
CITYWEST HOTEL | DUBLIN

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MESSAGE FROM THE CHAIR



WHAT'S YOUR STORY?

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On behalf of your National Council and Executive it gives me great pleasure to welcome you to ISME's Annual Conference 2017. Our move to a larger venue in Citywest reflects the more buoyant business mood in the economy at present; we hope this signals a prosperous 2018 ahead.

The theme of this year's conference is based around selling through storytelling. Following the intense interest we had on one item last year on storytelling from Senator Pdraig O'Ceidhigh, we decided to structure a whole conference around it. We also wanted to show how the art of storytelling could be applied to the science of marketing your services or products. So while we have more topical issues such as Brexit and GDPR for you to deal with, we hope you will absorb the overall message that challenge brings opportunity, but it's how you relate that opportunity to your customer that counts.

We take this opportunity to salute the resilience, innovation and work ethic of you, the owners and managers. This year we will show you new and innovative ways to present your unique selling point to your customer.

As always, the ISME Annual Conference allows you the opportunity to hear contributions from some of the leading business influencers; Business people and commentators who have demonstrated courage and flexibility to achieve success.

Last year we inaugurated the Sean Hannick SME Award, for an enterprise which has demonstrated courage, innovation and a will to succeed. The award is in honour of one of the founders of ISME, Mr Sean Hannick, who had these qualities in abundance.

The ISME Annual Conference is designed with the business person in mind. To provoke thought, stimulate comment and, most importantly, send you back to your business energised, motivated and ready for the next challenge, in which there will be opportunity.

There will be plenty of time for debate and, as always the conference programme will be supplemented by the usual mix of humour, networking opportunities and the chance to renew old friendships and forge new.

I thank the speakers and the many exhibitors and sponsors for their efforts in making this conference the continued success that it is.

I look forward to making you all welcome on the day.

Ciaran Murtagh

ISME Chairman

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CONFERENCE SPEAKERS



Conference Chairman: Conall Ó Moráin,
Presenter, "The Sunday Business Show",
Today FM.

**WHAT'S
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8.30am – 9.20am

Registration, exhibition & network, Teas/Coffees

9.20am – 9.25am

Conference Chair's call to Order
ISME Chairman to Podium

9.30am – 9.45am

Opening the conference: Minister Frances Fitzgerald, Department of Business,
Enterprise and Innovation

9.45am – 10.00am

Chairman's Introduction.
Ciaran Murtagh, Chairman, ISME.

10.00am – 10.30am

Keynote Speech
Michael Cawley, Chairman, Fáilte Ireland
Q & A

10.30am – 11.15am

Crafting Your Own Story – Storytelling Workshop
Cilian Fennell, Stillwater Communications
Q & A

11.15am – 11.30am

Presentation of the Sean Hannick Award

11.35am – 12.15pm

Breakout Sessions
How to prepare for GDPR. Niall Rooney, LP Logue Solicitors
Is Your Business Brexit-Ready? Mark Sterritt, InterTrade Ireland

12.15pm – 1.15pm

Brunch, Exhibition & Networking.

1.20pm – 1.50pm

Brexit - Three-and-a-Half Steps to Turn Threat into Opportunity
John McGrane, Director General, British Irish Chamber of Commerce
Q & A

1.50pm – 2.10pm

In Conversation with Siobhan O'Connor, Managing Director, Codex
Q & A

2.10pm – 3.00pm

The Great Debate: SMEs & New Socialism
Councillor Mannix Flynn, Dublin City Council
Jim O'Leary, Economist, columnist & lecturer
Anne-Marie McNally, Political Director, Social Democrats
Tom Lyons, Deputy Editor, Sunday Business Post
Q&A

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CONFERENCE EXHIBITORS



Stand

No.	Company	Address	Website	Phone	E-mail
A1	Skillnets	17 Kildare St, D2	skillnets.ie	01 6622 755	sheila@isme.ie
A2	ISME	17 Kildare St, D2	isme.ie	01 6622 755	enda@isme.ie
A3	Linked Finance	16 Lwr Liffey St, D1	linkedfinance.com	01 906 0300	alan.fagan@linkedfinance.com
A4	LeasePlan Ireland	Central Park, Leopardstown, D18	leaseplan.ie	01 240 7600	john-trevor.mcveagh@leaseplan.com
A5	Intertrade Ireland	Kilmorey St, Newry, Co. Down	intertradeireland.com	028 3083 4100	denise.marron@intertradeireland.com
A6	Halligan Insurances	16/17 Lwr O'Connell St, D1	halligan.ie	01 879 7100	info@halligan.ie
A7	GeoDirectory	GPO, Lwr O'Connell St, D1	geodirectory.ie	01 705 7005	dara@geodirectory.ie
A8	ODCE Office of the Director Of Corporate Enforcement	16 Parnell Sq, D1	odce.ie	01 8585 833	info@odce.ie
A9	Byrne & McCall	Newbridge, Co. Kildare	byrnemccall.ie	01 612 0580	jml@byrnemccall.ie
A11	Certification Europe	Nangor Road, Dublin 12	certificationeurope.com	01 642 9300	mkane@certificationeurope.com
A12	All-Ireland Business Summit	Mespil Hse, Sussex Rd, D4	allirelandsummit.com	087 130 8441	info@allirelandsummit.com
A13	Department of Business Enterprise & Innovation	23 Kildare St, D2	dbei.gov.ie	01 631 2121	info@dbei.gov.ie
A14	O'Brien Diaries Ltd.	Kylemore Rd, Inchicore, D10	obrienprinting.com	01 6266 722	gary@obrienprinting.com
A15	Magnet Networks	IDA Park, Clonshaugh, D17	magnetnetworks.com	086 144 5756	shibbitts@magnetnetworks.com
A16	Hugh J Ward & Company Solicitors	9 Seville Place, D1	hughjwardsolicitors.ie	01 819 7010	info@wardlawyers.eu
A17	One4All	PO Box 8492, Malahide, Co. Dublin	one4all.ie	01 870 8100	mfennelly@one4all.ie
A18	Companies Registration Office	Gloucester Place Lower, D1	cro.ie	01 804 5200	info@cro.ie
A19	Data Ireland	19-24 St. Andrew St, D2	dataireland.ie	01 858 4800	nathan.clarke@dataireland.ie
A20	Keystone Procurement Ltd.	Taghmon, Co. Wexford	keystonepg.ie	051 560 078	donnacha@keystonepg.ie
A21	Avis Fleet Solutions	Kilbarrack Rd, Kilbarrack, D5	avisfleetsolutions.ie	01 866 0520	smahony@avisfleetsolutions.ie
A22	Close Brothers Commercial Finance	Santry Demesne, Northwood, D9	closecommercialfinance.ie	01 871 1060	Adrian.Madden@closebrothers.com
A23	Making The Complex Simple Ltd.	Aylesbury, Tallaght, D24		086 058 5974	john@mysmart-office.com
A24	Cloudstrong Ltd.	Castlebar, Co. Roscommon	cloudstrong.ie	086 823 3641	david.waldron@cloudstrong.ie
A25	The Bill Moss Partnership	24 Bridgestreet, Ringsend, D4	bill-moss.com	07 663 0497	jpickering@bill-moss.com
A26	Pinergy	Clonskeagh, D4	pinergy.ie	1800 989 099	customerservices@pinergy.ie
A27	JPM Group	Ballymount Road, D12	jpmgroup.ie	01 4195996	Jmcgrath@jpmgroup.ie
A28	Credit Review Office	East Point Business Park, D3	creditreview.ie	01 727 2771	catherine.collins@creditreview.ie
A29	Ortus Ltd.	Portlaoise, Co Laois	ortusltd.ie	0818 891 000	jason@ortus.ie
A30	Quality & Qualifications Ireland (QQI)	26/27 Denzille Lane, D2	qqi.ie	01 905 8243	awalsh@qqi.ie
A31	Zympify	Portstewart BT55 7AE, UK	zympify.com	0845 207 0040	marcus@zympify.com
A32	Glennon Insurance	Saint Kevin's, D2	glennons.ie	01 707 5800	rmccarron@glennons.ie
A33	Skillnets (Management Works)	76 Furze Road, Sandyford, D18	skillnets.com	087 292 8900	b.colleran@skillnets.com
A34	Ulsterbank	George's Quay, D2	ulsterbank.ie	1850 211 690	david.ohalloran@ulsterbank.com
A35	Zoho	Kilmainham, D8	smartcloud.ie/zoho-crm	01 685 9306	mmckenna@smartcloud.ie
A36	DMAC Media	Fairview, Dublin, D3	dmacmedia.ie	01 514 3589	dave@dmacmedia.ie
A37	Herbst Software	Ballymount, Dublin, D24	herbstsoftware.com	01 450 9329	sales@herbst.ie
A38	Griffith College Dublin	Merchants Quay, Dublin, D8	griffith.ie	01 415 0400	edel.irvine@griffith.ie
A39	Pensions Authority	28 Lower Mount St, D2	pensionsauthority.ie	01 613 1900	cholahan@pensionsauthority.ie
A40	Digatech Systems Ltd.	Parkwest Ind.Est., Parkwest, Dublin	digatechsystems.com	01 630 1420	michael@digatech.ie
A41	Strategic Banking Corporation of Ireland	Treasury Building, Grand Canal St, D2	sbc.gov.ie	01 238 5052	gillian.evans@sbc.gov.ie
A42	The Great Northern Hotel	Drumacrin, Bundoran, Co. Donegal	greatnorthernhotel.com	071 984 1204	reservations@greatnorthernhotel.com
A43	MacLachlan & Donaldson	Clonskeagh, D14	maclachlan.ie	01 676 3465	mccarthy@maclachlan.ie
A44	Employer Disability Information	17 Kildare St, D2	employerdisabilityinfo.ie	01 662 2755	info@employerdisabilityinfo.ie
A45	All Good Tales	Harold's Cross, Dublin 6W	allgoodtales.com	01 454 0090	jack@allgoodtales.com

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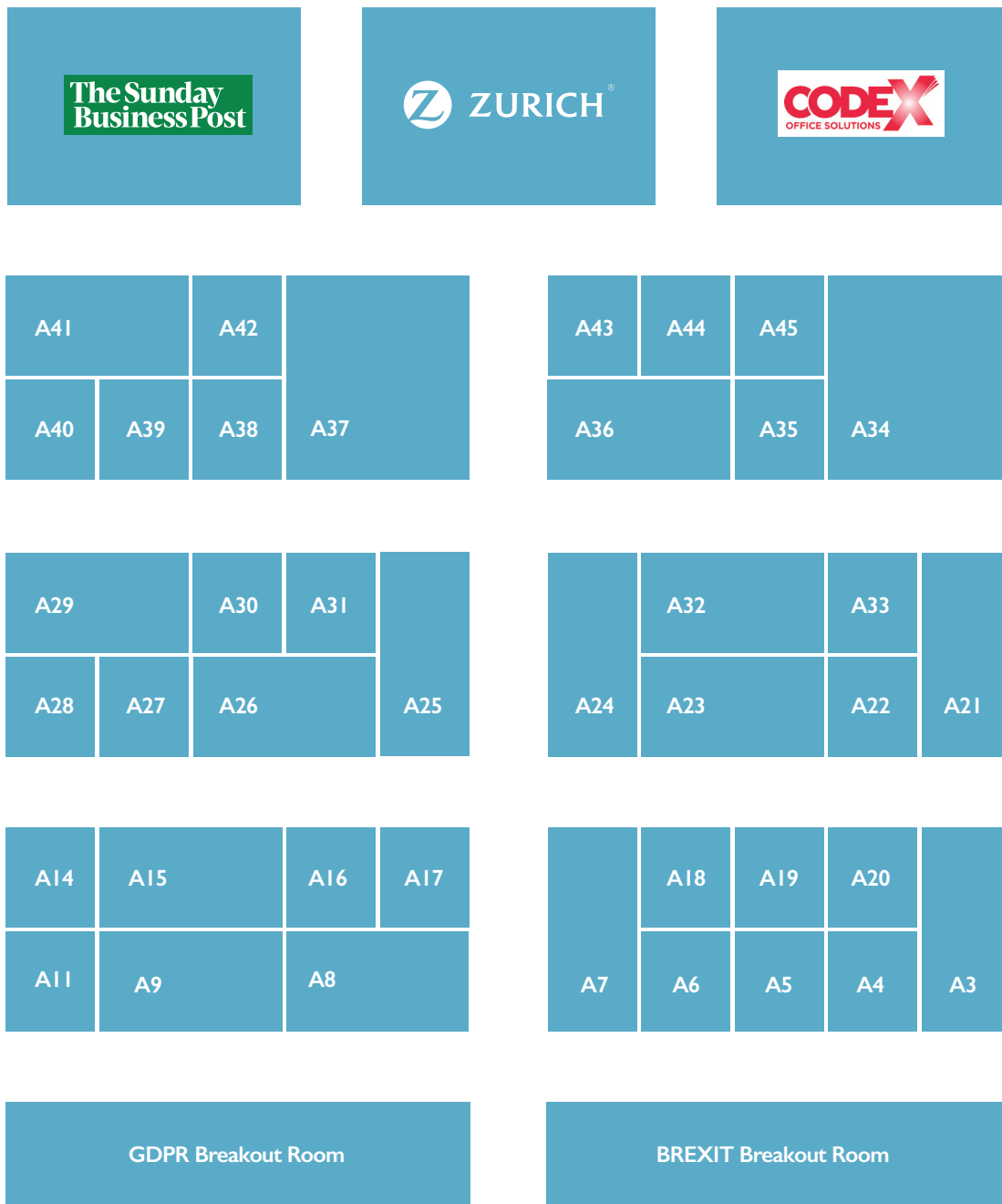


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EXHIBITOR FLOOR PLAN



ISME is presenting the opportunity to attendees to avail of the expertise and advice of our exhibitors. Refreshments will be served in the exhibition area. We would encourage attendees to avail of this important time to network and promote their company, share ideas and meet some new and old friends. Please check out the demonstrations, enter the competitions and win one of the many spot prizes from the Exhibiting stands and sponsors.



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CONFERENCE SPEAKERS



Conall Ó Moráin, Conference Chairman

Conall is the presenter of 'The Sunday Business Show on Today FM. He set up his own broad-based communications company, The Media Group in 2001 that has published newspapers, made TV programmes and nowadays has a growing presence in social media and PR. He also writes and comments on business and economic matters in print and on broadcast media. He is a board member of the Irish International Business Network.



Ciaran Murtagh, Chairman, ISME

Ciaran is Managing Director of Shay Murtagh Precast, a family company and leading specialist in the design manufacture and installation of precast concrete products. With over 20 years' experience in the Civil Engineering industry he has been personally involved in the research and innovation of new products within the company. Ciaran brought the Company to the UK market in 2007 and it is now seen as the leading provider off-site value engineering solutions to the UK and Irish infrastructure sector. Ciaran was Vice Chairman of ISME from 2015 to May 2017 and became Chairman in June 2017.



Frances Fitzgerald, Tánaiste and Minister for Employment and Innovation

Frances serves as An Tánaiste (Deputy Prime Minister) and she has also been appointed Minister for Enterprise and Innovation since 14th June 2017. Her priorities include driving employment growth and investment in Ireland, especially outside the greater Dublin area, expanding our enterprise agencies presence abroad and ensuring Ireland is business ready for Brexit. She is a TD for the constituency of Dublin Mid-West, a former social worker and a parliamentarian for over 20 years.



Michael Cawley, Chairman, Fáilte Ireland

Michael was appointed as Chairman of Fáilte Ireland's Authority in May 2014. A native of Cork and Chartered Accountant, Michael worked in a number of different industries including distribution and manufacturing. He was appointed as a Non-Executive Director of Paddy Power Plc in July 2013 and chairman of peer-to-peer lending platform Linked Finance in September 2017.



Cilian Fennel, Stillwater Communications

Cilian is a founding Director of Stillwater Communications and is one of Ireland's leading communications and messaging development consultants. He works with CEO's, leadership teams, start-ups and both public and private sector organisations to help them discover, develop and deliver their key messages effectively. Cilian has pioneered the work of storytelling in Ireland and uses it as the basis of his approach. He uses this technique to work with Irish and international organisations in the areas of media and presentation training, communications strategy, branding, corporate messaging, reputational strategy and change management strategy.



Niall Rooney, FP Logue Solicitors

Niall Rooney is an experienced legal and business professional and is a consultant with FP Logue Solicitors in the areas of IP, data protection, privacy and regulatory law. Niall is a specialist in data protection compliance and GDPR preparedness. He also has extensive expertise in legal and regulatory issues relating to branding, designing, labelling, advertising and marketing. He has worked with a wide range of clients, from startups and SMEs to international brands, with a focus on technology, software, retail and consumer goods sectors. Niall is a qualified solicitor and currently sits on the IP & Data Protection Committee of the Law Society of Ireland.



Mark Sterritt, Brexit Advisory Services Manager, InterTrade Ireland

Mark Sterritt has a background in financial services and is Manager for the Brexit Advisory Service in InterTrade Ireland. This service provides SMEs with reliable information and practical assistance towards navigating the implications that Brexit may have on their business.

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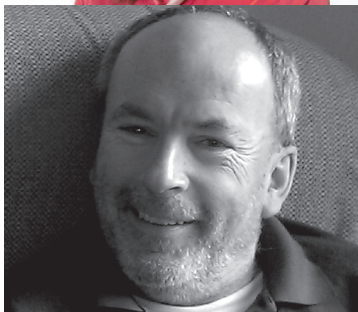
John McGrane, Director General, The British Irish Chamber of Commerce

John is Director General of the British Irish Chamber of Commerce, a private sector organisation which he co-founded in 2011 to represent businesses with interests in the two islands and their economies. He is a retired financial services professional having completed a 40-year career with the Royal Bank of Scotland / Ulster Bank Group in Ireland. He is Founder of NSI Technology, a tech start-up which helps Not For Profits become Not For Losses. He is also a Director at Dublin Chamber of Commerce and a number of charities.



Siobhan O'Connor, Managing Director, Codex

Siobhan is Managing Director of Codex Office Solutions and has worked in the Supply Industry for many years. Siobhan has worked for both European and Global companies and is experienced in delivering new solutions to help companies both grow their business and also to assist companies to change direction and prepare for the future through many different means. Siobhan is Deputy Chair of ISME.



Jim O'Leary, Economist & Columnist

Jim O'Leary's career has spanned the public and private sectors and the groves of academe. He is a former Chief Economist with Davy Stockbrokers, a Senior Fellow of the Department of Economics at NUI Maynooth and a columnist with the Irish Times. He has worked in the ESRI and the NESI and as an economic advisor in two government departments (An Taoiseach in 1983-84 and Finance in 2010-11). He has served on a number of boards including Aer Lingus, AIB, Gresham Hotels and Bank Zachodny WBK (Poland), as well as the Public Sector Benchmarking Body from which he resigned before publication of its first report in 2002. He is currently affiliated to the Whitaker Institute at NUI Galway.



Anne-Marie McNally, Political Director, Social Democrats

Anne-Marie is Political Director of the Social Democrats - the party she was a founding member of, and the party's current General Election candidate for Dublin Mid-West. In the 2016 General Election Anne-Marie stood for election for the first time where she finished 5th in a 4 seater coming in ahead of 2 sitting TDs. In 2011 Anne-Marie joined the Dáil team of Catherine Murphy TD working closely with Catherine researching public interest issues, helping with strategy and leading the communications team which eventually culminated in the launch of the Social Democrats onto Ireland's Political Landscape.



Councillor Mannix Flynn, Dublin City Council

Mannix Flynn has served at all levels in Dublin City Council as an independent councillor for the past 7 years. He has championed, positive social change and 21st century enlightenment, bedded in accountability, good governance and transparency. He has worked tirelessly within communities on housing and policing issues resulting in the deployment of extra Gardaí and safety policies within our city. Mannix is active in city regeneration within the business community, focusing on reductions in overall commercial and domestic charges and better incentives which will enhance economic competitiveness and community cohesion.



Tom Lyons, Deputy Editor, Sunday Business Post

Tom Lyons is Business Editor and Associate Editor of the Sunday Business Post. He was previously senior business correspondent with The Irish Times, deputy business editor with The Sunday Independent and business editor of Newstalk. An award winning investigative journalist, he is the co-author of two books: 'The Fitzpatrick Tapes, the rise and fall of one man, one bank and one country' and 'Fingers, the man who brought down Irish Nationwide.'

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