

Floor: Room:	3rd Floor Harp	3rd Floor Barley	3rd Floor Toucan	3rd Floor Coopers	3rd Floor Pelican	2nd Floor Networking area
10.00 to 10.45	Rowan Manahan Can we just forget the last 20 or so years of PowerPoint and start again please?	Des Traynor Product Strategy for the Business of Web Applications	Cancelled	Gemma Neylon Legal Issues for start-ups - Operations	Amanda Webb Creating a social media strategy for your business.	
10.45 to 11.30	Fintan Murphy An Exploration of Cloud Computing for Irish Businesses". Overview: - What is the Cloud - Google Apps - Customer success stories	Paul McAvinchy Service before content. Creating online experiences that people will pay for. For anyone wondering how to make money with online content.	Edward Hendrick Building a great team to deliver a great product. About letting go of some of my control in order to get great people on board.	Dylan Latimer Raising finance for start ups - Legal Issues	Allen O'Neill The 'total addressable market' - how not to aim for 1% of 25 gazillion dollars - lessons learned... Avoiding the "massive market, we cannot fail!" trap!	
11.30 to 12.15	Paddy Cosgrave I'm not good at much - but I keep trying. I started and exited, have since spoken in a few places like Facebook's HQ in Palo Alto, and have been appointed to UN committees at a global level for ICT	Emily Tully DIY PR for Entrepreneurs I'll take you through the basics from writing and sending press material to establishing yourself as an expert in your field. I'll also have a look at promoting yourself online.	Barry Mac Devitt Serious Play- how to use play to drive innovation.	Ray Langan Debtrenpreneurship-how to set up a business for little or no money whilst being in debt.	Seán Murphy Our experience and outcomes from running Irelands first start-up weekend.	MH+C Legal clinic is starting at 12pm in the Olivia Guinness Room.
12.15 to 13.00	Paul Doherty Software Development Process	Mary Carty Bring a product to market without building anything.	Ed Fidgeon-Kavanagh Why presentations matter, and what we can do to improve them.	Padraig McKeon Communications - the oil in the machine	Brian Flanagan Writing a Business Plan. General approach, structure, contents, drafting etc. with tips and traps.	
13.00 to 14.00	LUNCH - Main networking area					
14.00 to 14.45	Cancelled	Robert Marr The future of small business in Ireland	Alan O'Rourke Double your online sales & cut your marketing costs by optimising your landing pages.	Ellen Dudley Are we creating fast food for the brain? How meta design can solve digital obesity	Plamen Dragozov How do you integrate mobile into your business and how do you expand your services to meet the mobile needs of your audience?	Panel discussion (1 hour) Young Entrepreneurs 26 year old Rob Ryan of www.ladyumbrella.com , 29 year old John Matthew Holt of Waratek Ltd., 26 year old Stephen O'Leary of www.olearyanalytics.ie and John O'Dea , Manager of the Start-up Devision of Enterprise Ireland and Helen Treacy of cognitivesciencepartners.com Moderated by Gavin O'Flaherty of MH+C
14.45 to 15.30	Eamon O'Brien How and Why - the effective use of event organisation and technology as a tool for business development in the Nougties	John Mahon Selling - three simple points for entrepreneurs who might see overt selling as uncool.	Cancelled	Chris McCabe Developing facebook apps, why would you want to	Stephen O'Leary Social Media Measurement and Monitoring - All you need to know for a newbie or a pro.	
15.30 to 16.15	Una Coleman International Marketing covering: International Marketing Checklist. Cross Cultural Marketing. International Social Media Marketing. Competitive Analysis.	Caelen King Overcoming friction in web based sales. What to do when you customers won't buy, real life learning's from RevaHealth.com	Andrew S. Townley How to ensure that you stay on course in the face of problems, opposition, competitors and the inevitable "No" votes you're going to get on your way to building a successful enterprise.	Will Martin How not to outsource a project.	Claudio Perrone Storytelling techniques for) Crafting Outstanding Presentations	
16.15 to 17.00	Tom O Mahony Why do we not have a meaningful strategy to get people working in this country when there are 432000 unemployed and some 100000 of these are now into their second year of unemployment.	Darren Doyle Creativity in business and divergent thinking Techniques for nurturing creative ideas and ways to develop divergent thinking.		Anne-Marie Charrett Software testing is not just for dummies. Tips to help programmers test their software	Jim Collins Common mistakes with social media for enterprise, available (free) analytical tools. Choosing tech frameworks.	

Afters Party

Bull & Castle, Christchurch. 6pm till late.