



# 500 entrepreneurs gathered for a great, free day of business learning and networking

**Schedule:**

The days schedule is the other side of this page. It is subject to change on the day so please check at registration for any updates.

**Wireless:**

We have 80 half day wireless vouchers. These will be given out on a first come first served basis. If you are willing to set up your laptop as a proxy for others we can give you two for the day.

**Tea & Coffee:**

Available for free (while it lasts) on the second floor in the main networking area.

**Free legal clinic:**

Mason Hayes + Curran are kindly providing a free legal clinic in the **Olivia Guinness Room** on the second floor for those who requested it.

That's it, this is your day so make the most of it. Everyone is looking to meet and talk with new people so just say hello.

Enjoy,  
Bizcamp Team.  
[www.bizcamp.ie](http://www.bizcamp.ie)

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Business

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3rd Floor Harp	3rd Floor Barley	3rd Floor Toucan	3rd Floor Coopers	4th Floor Keg	2nd Floor Networking area
<p><b>Gerard Brandon</b> It is part of the job of an entrepreneur to find money. Get over it!!!</p>	<p><b>Una Coleman</b> Internationalisation of businesses - entering new markets</p>	<p><b>Dan Barry</b> Legal issues for start up businesses</p>	<p><b>Ciaara Conlon</b> The importance of increasing personal productivity levels to help companies leverage their best asset and gain the competitive edge</p>	<p><b>Olivia MacDonnell</b> Are you Dragon's Den ready? How good are you at communicating and selling your business? Let's not forget the art of verbal communication</p>	
<p><b>Ronan Geraghty</b> BizSpark success stories (How Microsoft offers assistance to Startups)</p>	<p><b>Jairo Diaz</b> Commercialisation in South, Latin America</p>	<p><b>Brian Flanagan</b> Making financial projections for a business plan</p>	<p><b>Greg Fry</b> Goal setting in your business and how to stay motivated in challenging times</p>	<p><b>Steve Gotz</b> Lessons from an Unsuccessful American Entrepreneur</p>	
<p><b>David Lucey</b> Enterprise Ireland - The top 10 omissions from business plans seen by EI</p>	<p><b>Ger Hartnett</b> Simple Project Management for Startups. The most brilliant idea with no execution is worth €13.71. Make more of your ideas. Help others make more of theirs.</p>	<p><b>Caelen King</b> Online business models. I will look at the value proposition of various online application and how these map into business models and how these revenue models can be adapted to maximise revenue.</p>	<p><b>Adrian Avendano</b> Creating value using the left and right brain - making yourself more innovative</p>	<p><b>Johnny Beirne</b> "Get to know people through people you know" (and expand your business).</p>	
<p><b>Karl Deeter &amp; Andrew S. Townley</b> Being 'good' is not 'good enough', making your business a market leader.</p>	<p><b>Deirdre Walsh</b> China 2010 - Emerging Opportunities</p>	<p><b>Martin Kelly</b> IBM Our new programs for entrepreneurs - SmartCamp</p>	<p><b>Pearse Coyle</b> Corporate spin outs - how and why you should do this if you can</p>	<p><b>Amanda Webb</b> Facebook for business</p>	
LUNCH - Main networking area					
<p><b>Kevin Prendergast</b> Office of Corporate Enforcement. The Responsibilities of a Company Director</p>	<p><b>Krishna De</b> I'm Registered On LinkedIn, So What Next? Five Keys To Get More Out Of LinkedIn And Build Your Visibility, Network And Business With LinkedIn</p>	<p>TBC</p>	<p><b>Kate O'Beirne</b> The difficulties of time management when starting out as someone who is self employed</p>	<p>TBC</p>	<p><b>Panel Discussion</b> 4 Entrepreneurs - Taking the rough with the smooth - trading through difficult times. <b>Kevin Traynor, Colm Lyon, Asheesh Dewan &amp; Jerry Kennelly</b></p>
<p><b>Justin Knecht</b> Service is Product is Service. Service design made practical</p>	<p><b>Tibbs Pereira</b> A structure to take a business from Vision to Profit. Sales are the life-blood of a business and how you go to market is crucial. Marketing should be a core part of the business plan</p>	<p><b>Gerard Tannam</b> Branding your start-up from the get-go</p>	<p><b>Fidelma Greene</b> Being that Light at the end of the Tunnel - 3 tips on how to lead in these fearful and uncertain times</p>	<p><b>Claire Boyles</b> Twitter as a marketing tool</p>	
<p><b>Gerard O'Brien</b> Approaching Enterprise Ireland for the first time - what we can support, what we look for in a start-up proposition and roadmap of supports offered</p>	<p><b>John Ogle Sheehy</b> Opening Doors: challenges and opportunities - the Endeavour Programme</p>	<p><b>Morgan McKeagney</b> Lessons from the IQ Prize: how to turn a great idea into a great online business</p>	<p><b>Thomas Pedoussaut</b> HubDublin, a project aimed to build a agile working space for entrepreneurs and long distance telecommuters</p>	<p><b>Alan O'Rourke</b> From Email to Sales: Conversion in Email Marketing</p>	
<p><b>Steve Plunkett</b> SaaS - The Servitization of the Software Industry. The software industry is undergoing a major shift. I will explore the implications and opportunities for software businesses in Ireland</p>	<p><b>Donagh Kiernan</b> Sales-side Corporate Partnerships, Strategic Alliances, Partnering into Markets, Establishing a Partner Programme</p>	<p><b>Joe Drumgoole</b> Startups in Ireland. Where Do we go from Here?</p>	<p><b>Bizcamp Team</b> The organisation of a Bizcamp - sharing the lessons learned</p>	<p><b>Jack Murray</b> How to make your business famous - A masterclass in public relations and the media in Ireland.</p>	

Afters Party