

## APPENDIX 1

### **MID ULSTER TOURISM DEVELOPMENT GROUP MINUTES** **Wednesday 7 September 2022 at 11am via Zoom**

#### **Present**

Hugh McCloy (Deputy Chair)	Tourism Services
Kieran Walsh	Hotel
Norman Bell	Visitor Attraction
Cathy O'Neill	Hospitality
Dermot Friel	Hospitality
Aoibheann Doherty	Visitor Attraction
Cllr Niamh Doris	Mid Ulster District Council
Cllr Walter Cuddy	Mid Ulster District Council
Fiona McKeown	Mid Ulster District Council
Mary McKeown	Mid Ulster District Council
Charmain Bell	Mid Ulster District Council
Allison O'Keefe	Mid Ulster District Council
Genevieve Bell	Mid Ulster District Council
Grace Booth	Mid Ulster District Council
Martha Beattie	Mid Ulster District Council
Mary McGee	Mid Ulster District Council
Anne Reid	Mid Ulster District Council

	<b>DISCUSSION</b>	<b>ACTIONS</b>
	<p><b>Welcome</b> In the absence of the Chair, H McCloy, Deputy Chair, chaired the meeting and welcomed all present.</p> <p><b>Apologies</b> Cllr Frances Burton    Mid Ulster District Council Martin Graham        Tourism Northern Ireland Brian McCormick      Mid Ulster District Council</p>	
<b>1.</b>	<p><b>Minutes of Meeting held on 29 June 2022</b> Minutes approved. Proposed: Niamh Doris    Seconded: Norman Bell</p>	
<b>2.</b>	<p><b>Matters Arising</b></p> <p><b>Tourism Northern Ireland</b></p> <p>H McCloy congratulated those businesses nominated for the Tourism Business Awards and wished them well. M McGee thanked the industry for their hard work throughout the year.</p>	

3.	<p><b>Industry Update</b></p> <p><b>Friels Bar and Restaurant</b></p> <p>D Friel informed that Friels had had a busy summer, however mid-week trade still quiet. D Friel spoke of The Famine and Folklore experience being developed with TNI. Dermot is looking forward to 2023.</p> <p>C O'Neill informed the group that Friels have been nominated for the Licensed and Catering News awards in 3 categories.</p> <p><b>Walsh's Hotel</b></p> <p>K Walsh reported that the self-catering lodges and apartments had done well over the summer, with a good structure going forward. Now advertising availability with TNI. Christmas parties presently being promoted.</p> <p><b>An Carn</b></p> <p>A Doherty stated that An Carn had a very busy summer, with the café and shop going from strength to strength. The self catering houses have been busy throughout the summer months and they are hoping to extend the opening period throughout the Autumn months.</p> <p><b>Killymoon Castle</b></p> <p>N Bell congratulated those nominated for the TNI Giant Spirit awards. Killymoon has had a successful summer, though the tour groups have been smaller in size. The Coulter family recently celebrated 100 years ownership of Killymoon Castle. A GI museum tour is scheduled for 18<sup>th</sup> September for max 20 people with 10 people booked so far. N Bell said that Great Days Out event will be beneficial to boost trade in Mid Ulster.</p> <p><b>Embrace Tours</b></p> <p>H McCloy stated that Embrace Tours have been well attended. Hugh is teaming up with OM Dark Sky Park and Observatory at the end of September, a group of 100 people expected to attend this tour. H McCloy informed he had teamed up with Far and Wild for the Sperrin Walking Festival with the Slieve Gallion walk sold out. Moydamlaght and Davagh walks are selling. Hugh is preparing for Halloween.</p> <p>M McKeown thanked A O'Keefe and C Bell for undertaking the tender exercise for Walking Festival.</p>	
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	<p><b>South West College</b></p> <p>S Wiggins outlined new full-time courses including part-time courses in Tourism and Hospitality and training in Chef Skills. He informed that information on the courses was available in the business engagement WhatsApp group.</p> <p><b>4. Business Engagement Programme – M McGee</b> M McGee informed that the Business Engagement WhatsApp group now has 140 members and is a vital and immediate point of contact for businesses.</p> <p>M McGee thanked G Booth for creating the Tourism E-zine which enables trade to keep up to date with industry information.</p> <p>Mary highlighted the winter offers for accommodation providers and informed that 20 offers had been received for summer.</p> <p>M McGee also mentioned the new business engagement programme. M McGee and M McKeown had sent out a survey to the trade over summer to assess business training needs. Energy efficiency is a huge issue for businesses.</p> <p>M McGee said a range of social media workshops have been planned to roll out over the next few months. She mentioned the additional marketing support from TXGB.</p> <p>P Coleman from TXGB to use Letteran Lodges as a case study for marketing (due to their social media success).</p> <p>M McKeown stated that they were running events through TXGB and using OM Dark Sky Park and Observatory and Ballyronan Marina as a pilot.</p> <p>A O’Keefe and M McKeown are working with TXGB to assess revenue generated through TXGB.</p> <p>H McCloy exited meeting at 11:30am</p> <p>M McKeown deputised as Chair for the remainder of the meeting.</p> <p><b>5. Cluster Reports</b></p> <p><b>Seamus Heaney Cluster</b></p>	<p>M McGee &amp; G Booth to work on the accommodation offers.</p>
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	<p>C Bell said the cluster group is progressing well with Phase 2 Invest NI Collaborative Growth Programme with Lara Goodhall. They are in final stages of branding with McCadden. C Bell also mentioned the numerous nominations for the TNI awards.</p> <p>M McGee said L Jameson had pulled together a meeting for a Peace Plus cross border application.</p> <p><b>Archaeology, History &amp; Heritage – Genevieve Bell</b></p> <p>G Bell mentioned that Tourism Department were organising a Great Days Out event on 19 October in The Glenavon House Hotel. A ‘save the date’ invite had been out sent out to exhibitors.</p> <p>Bookings are coming in for the event and an invite will go out at the start of next week to group organisers.</p> <p>G Bell advised bookings are made through G Booth.</p> <p>G Bell said that a Heritage Strategy Engagement workshop with the Rural Centre was being planned to take place in November.</p> <p>There are two Hidden Heritage tours remaining, Poems &amp; Painting in Donaghmore and Emigrants Walk, Carntogher Mountain. Feedback for Hidden Heritage events so far has been excellent.</p> <p>G Bell said they are in the process of developing tours for 2023.</p> <p>European Heritage Open Days weekend is taking place on 10 &amp; 11 September.</p> <p>M McKeown advised that H McLaughlin from The Rural Centre, Clogher has sent out an invite to the Heritage Workshop taking place at Killymoon Castle. Feedback welcomed. The strategy is to be signed off by next financial year. This is an invitation only event.</p> <p><b>Outdoor Activities</b></p> <p>A O’Keefe said the Hillwalking Festival kicked off last weekend with Causeway Coast and Glens. Harriet Communications have been employed to do PR. There has been fantastic reach. The Hillwalking Festival has been featured in UTV Life, Radio Ulster, Daily Mirror, Sunday World, Love Belfast and in the local press. Slieve Gallion walk fully booked, with bookings for Davagh walk &amp; Moydamlaght still coming in. M McKeown</p>	
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	<p>advised to go on to Visit Mid Ulster website to book the walks. Information also available on VIC touch screens.</p> <p>A O'Keefe said they will plan early for next year and share with local groups.</p> <p>A O'Keefe spoke of the European Heritage Open Days with Living History tours in the Bridewell on Saturday 10 September. Four tours, with local Magherafelt schools, fully booked and four tours in conjunction with the library. The website, kiosk and new social media platforms are being used for businesses to advertise their events and businesses can submit events for free on visitmidulster.com</p>	
<b>6.</b>	<p><b>Visitor Monitoring</b></p> <p>M McKeown gave an overview of the visitor monitoring figures. M McKeown advised that the counter at Wellbrook Beetling Mill had been damaged and would be removed.</p> <p>M McKeown informed that Sperrin View Glamping have opened up a coffee shop near the Stone Circles.</p> <p>The Giant sculpture is being featured in part of the Autumn campaign.</p>	
<b>7.</b>	<p><b>Brown Signage</b></p> <p>G Bell is working with M McKeown to draw up a spec to do an audit on all brown signage in the Mid Ulster District Council area. There will be feedback to group in April/May 2023. M McKeown advised all options with the Road Service had been exhausted to for their help in assisting to replace brown signage.</p>	
<b>8.</b>	<p><b>Autumn Marketing Campaign Update</b></p> <p>M McKeown said that the Summer campaign was digital and outdoor based. The Autumn campaign is being delivered using the Tourism core budget. The campaign will be shared with the Tourism Development Group and through the cluster groups.</p> <p>M McKeown advised that there is a focus on the Taste programme and they are working with hotels for overnight accommodation. The Autumn campaign is focusing on Dark Skies and the outdoor projection show (Moon and Back) from October.</p> <p>The Christmas lights switch on and Halloween events can be found on the Visit Mid Ulster website. Tourism are working with</p>	

<p>9.</p>	<p>the Communications team to get costings, and prices from Cool FM. M McKeown said the campaign needs a larger reach and we require offers from businesses.</p> <p>There is a focus on 'What we do best' and on space and open spaces.</p> <p><b>Any Other Business</b></p> <p>M McKeown spoke in relation to the review of the Tourism Development Group and will inform members at a future meeting.</p> <p>Cllr Cuddy spoke of The Space on Castle Hill which is opening on Saturday 10 September with an Artisan market. Events are being co-ordinated through Dungannon Enterprise Centre.</p> <p>It is hoped that NI Library Services, MUDC and Dungannon Enterprise Centre work together to increase footfall in the town and work with the flower market that is in town every Thursday. Updates to follow.</p> <p><b>Date of Next Meeting: 11 November 2022</b></p>	
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## **APPENDIX 2**

### **Minutes of Coalisland Town Centre Forum Meeting** **Monday 7<sup>th</sup> February 2022 at 5.30pm** **Microsoft Teams**

#### **Present**

Cllr Niamh Doris	Mid Ulster District Council (Chair)
Cllr J O'Neill	Mid Ulster District Council
Cllr Malachy Quinn	Mid Ulster District Council
Raymond O'Neill	Eden Blooms (Vice-Chair)
Ursula Marshall	Mid Ulster Disability Forum
Avril Sharkey	Department for Communities
Patricia Toner	Sole Sister
Dermot McGirr	Translink
Brian O'Neill	Coalisland Credit Union

#### **In Attendance**

Colin McKenna	Mid Ulster District Council
Catherine Fox	Mid Ulster District Council
Annette McGahan	Mid Ulster District Council
Oliver Donnelly	Mid Ulster District Council

	<b>DISCUSSION</b>																										
<b>1.</b>	<b>Apologies</b> <table><tr><td>Cllr Dan Kerr</td><td>Mid Ulster District Council</td></tr><tr><td>Cllr Niall McAleer</td><td>Mid Ulster District Council</td></tr><tr><td>Cllr Robert Colvin</td><td>Mid Ulster District Council</td></tr><tr><td>Adrian McCreesh</td><td>Mid Ulster District Council</td></tr><tr><td>Mark Kelso</td><td>Mid Ulster District Council</td></tr><tr><td>Fiona McKeown</td><td>Mid Ulster District Council</td></tr><tr><td>Michael McGibbon</td><td>Mid Ulster District Council</td></tr><tr><td>Raymond Lowry</td><td>Mid Ulster District Council</td></tr><tr><td>Johnny McNeill</td><td>Mid Ulster District Council</td></tr><tr><td>Francie Molloy MP</td><td>Coalisland Residents &amp; Community Forum</td></tr><tr><td>Aedamar McCrossan</td><td>PSNI</td></tr><tr><td>Peter Waugh</td><td>PSNI</td></tr><tr><td>Joe Connaghan</td><td>PSNI</td></tr></table>	Cllr Dan Kerr	Mid Ulster District Council	Cllr Niall McAleer	Mid Ulster District Council	Cllr Robert Colvin	Mid Ulster District Council	Adrian McCreesh	Mid Ulster District Council	Mark Kelso	Mid Ulster District Council	Fiona McKeown	Mid Ulster District Council	Michael McGibbon	Mid Ulster District Council	Raymond Lowry	Mid Ulster District Council	Johnny McNeill	Mid Ulster District Council	Francie Molloy MP	Coalisland Residents & Community Forum	Aedamar McCrossan	PSNI	Peter Waugh	PSNI	Joe Connaghan	PSNI
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<b>2.</b>	Cllr Doris, the Chair, welcomed everyone to the meeting especially Patricia Toner from Sole Sister who had recently joined.																										
<b>3.</b>	<b>Minutes of Previous Meeting - Monday 25<sup>th</sup> October 2021</b> <p>R O'Neill clarified that there were 15 points instead of 10 points as per the minutes. U Marshall advised that the correct term used is the Disabled Peoples Parliament</p>																										

	<p>Proposed by U Marshall Seconded by Cllr N Doris and agreed: -</p> <p>The minutes of the meeting held on Monday 29<sup>th</sup> November 2021 were a true and accurate record of proceedings.</p>
4.	<p><b>Matters Arising from Previous Meeting – Monday 29 November 2021</b></p> <p>There were no matters arising that would not be dealt with in the Project Updates.</p>
5.	<p><b>Coalisland Project Updates</b></p> <ul style="list-style-type: none"> <li> <p><b>Coalisland Public Realm</b></p> <p>C Fox updated that the project is nearing completion with the snagging list to be completed by the contractor and once the snagging list has been completed, a launch of the project would be organised and Members notified, in conjunction with the Department for Communities (DfC).</p> <p>As the Council are still in contract with the Contractor and the area is not formally handed over until all completed, Coalisland is not included in the Town Centre Cleansing Scheme. Once all handed over, staff will engage with the Council cleansing team to ensure all is clean before any launch.</p> <p>R O'Neill reiterated his concerns about the one – way system.</p> <p>Cllr O'Neill advised that he thought the footpaths were like a skating rink in icy conditions. O Donnelly advised he would revert this back to Contractors.</p> </li> <li> <p><b>Gortgonis</b></p> <p>C Fox updated the Project is still currently at Planning Stage and a further update will be provided once this process has completed.</p> </li> <li> <p><b>PEACE IV Shared Spaces Project</b></p> <p>R Lowry updated that additional works are planned for the area opposite Newell Stores under the PEACE IV funded Shared Spaces Project, which will see the placement of amphitheatre seating, benches and lighting at the start of the Canal. This work is expected to start in the next couple of months.</p> </li> <li> <p><b>Revitalisation Project</b></p> <p><b>EI Scheme</b></p> <p>C Fox updated that the Capital Works commenced on 31<sup>st</sup> January 2022. Funded by the Department for Communities (DfC) the project will see the Canal Towpath area receive a landscaping makeover, with new grass and paved areas, raised planters, new shrubs and trees, new bins and seating, new cycle racks and new feature signage.</p> </li> </ul>



	<p>The Contractor that has been appointed is Northstone and works have been scheduled to complete within 8 weeks. They hope to keep the path accessible to the public but there may be a day or so where they will have to restrict access. Council were working with Communications Team to keep the public informed.</p> <ul style="list-style-type: none"> <li>• <b>Brand Development</b></li> </ul> <p>Consultation by McCadden Design is ongoing with Businesses in relation to the creation of a new brand for Coalisland. When the consultations are complete, Members will be presented with three options for approval. C Fox advised that the next number of meetings for the Forum will have single item agendas for the agreement of the Branding and the Festive Lighting.</p> <p>R O'Neill stated that he was very impressed with McCadden Design following his consultation opportunity.</p> <ul style="list-style-type: none"> <li>• <b>Festive Lighting</b></li> </ul> <p>The procurement process has been completed for the company to supply and deliver new festive lighting for the Town. The company will be formally appointed following the full Council meeting in February.</p> <ul style="list-style-type: none"> <li>• <b>Town Centre Progress Report</b></li> </ul> <p>C Fox delivered the Town Centre Progress Report highlighting that applications to the Marketing Scheme closed on the 10<sup>th</sup> January 2022 and all recipients of a Letter of Offer were required to submit their claim before the deadline of Friday 11 February 2022.</p> <p>In relation to the Mid Ulster Gift Card, C Fox updated Members with the Programme Summary Report for period 8 Nov 21 up until 13 January 2022 -</p> <ul style="list-style-type: none"> <li>• Total No. of businesses registered to date - 176</li> <li>• Value of Gift Cards funded - £20,995</li> <li>• Cards activated – 460</li> </ul> <p><b>Events</b></p> <p>The Regeneration Manager advised that a report will be taken to Council in February 2022 to update on events for the current year. Following this planning for all events will commence.</p>
6.	<p><b>Any Other Business</b></p> <p><b>Meeting ended at 6.30pm</b></p>
7.	<p><b>Date of Next Meeting</b></p>

	The next meetings would be scheduled to agree the Brand and Festive Lighting when drafts were completed.
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# Mid Ulster Enterprise Week

Adapt, Evolve, Overcome

14 - 18 November 2022



## 1.0 Background

To mark Global Entrepreneurship Week 2022, Mid Ulster District Council's fourth Enterprise Week took place from Monday 14<sup>th</sup> to Thursday 17<sup>th</sup> November 2022.

As a result of the success of the online Enterprise Weeks in 2020 and 2021, as well as the global return to in-person events, Mid Ulster DC made the decision to keep some of Mid Ulster Enterprise Week virtual for 2022, with three in-person events and the rest online. The week was launched by the in-person event, a panel discussion on 'Resilience Means Business' with four well-known Northern Ireland (including some Mid Ulster) sports stars.

Organised by Mid Ulster District Council, the week's theme was *Adapt, Evolve, Overcome* to connect with the current economic situation, heading into a financial recession, post-pandemic, energy crisis and more, but maintained the ethos of positivity and resilience throughout the week, with the aim of providing businesses with a range of insights into how to manage and address the challenges they are now facing.

The week's events focused on a wide range of subjects, including resilience, the use of video, economic landscape, achieving net zero, a job fair, and more. The Council supported further events, aimed at inspiring potential entrepreneurs, as part of Global Entrepreneurship Week, organised by the Go For It Programme, as well as events organised by the Council's Tourism Section.

## 2.0 Marketing & Promotion (including Social Media)

Marketing and promotion were carried out across a range of formats. Enterprise Week 2022 was promoted in the press with a news release and launch picture, newspaper adverts, radio advertising and social media. There was also a digital programme developed and a dedicated page created on the Council's website: [www.midulstercouncil.org/enterpriseweek](http://www.midulstercouncil.org/enterpriseweek)

The week was launched on social media with an explainer video, followed by an A4 advertorial placed in 6 local newspapers, displaying the programme itself. As well as this, there was a week-long advert placed on Q Radio, with 32 slots commencing Monday 7<sup>th</sup> November.

Social media channels were continuously used in the run up to Enterprise Week 2022, featuring videos from speakers to promote their individual webinars. These were then shared on social media by some of the speakers themselves.

A digital e-booklet was created on PageTiger, featuring the speaker videos, event descriptions and links to the registration pages of each event, to enable a one stop shop for the week's programme and registration links.

The PageTiger document can be viewed here:  
<https://plannd.pagetiger.com/dpansjm/MUEW22>



Email marketing via Mail Chimp was sent to a database of contacts from the business directory mailing list and the week was promoted extensively on the Council's three social media channels: Facebook, Twitter and Instagram from 31<sup>st</sup> October to 18<sup>th</sup> November.

The results of the Mail Chimp were:

- 797 emails sent out
- 594 opens
- 49 link clicks

Stats from Google analytics for the week show that there were 538 page views and 317 unique page views. Referrals were as below:

- Referrals: 14-18 November (EW Week)
  - LinkedIn: 9
  - Facebook: 32
  - Twitter: 5
  - Instagram: 0
- Referrals: 01-18 November
  - LinkedIn: 19
  - Facebook: 106
  - Twitter: 19
  - Instagram: 0

The webinar recordings were uploaded to the Council's YouTube channel on 25 November 2022. The number of views will be checked at the end of January 2023.

- Extensive programme of 13 free events

- Total of 384 people attended the programme of events

- **Social Media Engagement** (from 31<sup>st</sup> October - 17<sup>th</sup> November 2022):

- **Twitter** – 15 posts, 7,581 impressions (number of times a tweet has been delivered to twitter stream of users), 446 engagements (Number of users that interacted with post), and 865 video views
- **Mid Ulster Facebook** – 19 posts, 131,069 people reached, 446 people engaged, 865 video views. A number of paid boosted posts were used on Facebook.
- **Instagram** – Launch post only (27 October 2022), 419 people reached, 4 people engaged.
- **Council Website Analytics** – 528 page views and 317 unique page views
- **Promotional Digital Programme (PageTiger) views:** 424

The events were also promoted via e-invitations to the Council's key business networks. A highlights video has been created to capture Mid Ulster Enterprise Week 2022 in a visual format and was posted on Council's social media pages on Friday 25 November 2022.

Recordings of the webinars can be accessed on Council's YouTube channel

<https://www.youtube.com/playlist?list=PLzfkoqzAiZjWBhOpe51ICx1RNJPVTdgti>

### 3.0 Programme of Events

Event	Speaker(s)	Digital /In-person	Attendance
The 'Kick-Off'! Resilience Means Business <b>Venue:</b> The Glenavon Hotel , Cookstown	<b>Hosted by Sarah Travers</b> Panel: <b>Lady Mary Peters</b> , NI Former Athlete, <b>Simone Magill</b> , Aston Villa Footballer, <b>Darren Cave</b> , Ex-Rugby player for Ireland and NI, <b>Kieran McGeary</b> , Irish Gaelic Footballer	In-person	30
The Power of Video	<b>Aislinn Higgins</b> , Dream Media Ireland	Digital	42
Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses <b>Venue:</b> Hill of the O'Neill, Dungannon	<b>Hosted by:</b> Mid Ulster District Council Tourism section and delivered by Caoimhe Mulgrew (Purple Dot)	In-person	16
Economic Landscape: Preparing for Economic Volatility	<b>Hosted by Mark Simpson, BBC Journalist</b> Panel: <b>Feargal McCormack</b> , FPM Accountants, <b>Gavin Kennedy</b> , G&J Kennedy Project Management, <b>Mark Cunningham</b> , Bank of Ireland	Digital	28
Leading Ladies – Their Journey To Success	<b>Hosted by: Denise Murtagh</b> Panel: <b>Rachel Molloy</b> , Café No.47, <b>Leona Morrow</b> , LM Transport Consultant, <b>Mona Houston</b> , The Fashion House	In-person	25
Develop an Entrepreneurial Mindset (delivered by the NI GoForIt Programme) In person (Ekos Centre Ballymena) and streamed live	<b>Hosted by: Cate Conway</b> With Phil Graham successful local entrepreneur, fitness expert and business mentor	Hybrid	10
Net Zero: Challenge Accepted	<b>Host: Jamie Delargy</b> Panel: <b>Steven Agnew</b> , RenewableNI, <b>Bernadette Convery</b> , Invest NI, <b>Mareanne Bradley</b> , Specialist Joinery Group Unfortunately due to illness Bernadette was unable to join the panel on the day	Digital	29

Support Local – Mid Ulster Gift Card	<b>Leigh Brown</b> and <b>Leanne Ferguson</b>	Digital	18
Keeping Hospitality at Home	<b>Hosted by: James McGinn MD Hastings Hotels</b> Panel: <b>Claire Murray</b> , Deli on the Green, <b>Dermot Friel</b> , Friel's Bar & Restaurant	Digital	23
Mid Ulster Jobs & Careers Fair <b>Venue:</b> Cookstown Leisure Centre	<b>Hosted by:</b> Mid Ulster District Council in conjunction with Network Personnel and Dept for Communities	In person	92
Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses <b>Venue:</b> The Terrace Hotel, Magherafelt	<b>Hosted by:</b> Mid Ulster District Council Tourism section and delivered by Caoimhe Mulgrew (Purple Dot)	In person	12
Growth Through Innovation (Mid South West)	<b>Hosted by: Clodagh Rice, BBC Journalist</b> Panel: <b>Colin Edgar</b> , CET Cryospas, <b>Stephen Smyth</b> , TCTS Group Ltd, <b>Terry Mullin</b> , Global Automation	Digital	34
Build Your Business Battleplan	<b>Paul Creighton</b> , MD of AES Global	Digital	25
<b>TOTAL</b>			<b>384</b>

#### **4.0 Synopsis of Events**

A total of 13 events were offered by Council as part of Mid Ulster Enterprise Week 2022 under the theme of 'Adapt, Evolve, Overcome'. A wide range of relevant business topics were offered to ensure all sectors of industry received support to assist in operating within the current difficult economic environment. A specific webinar was held for the Hospitality sector, alongside advice on resilience, the economy and finance, using video in your business, and preparing your business strategies with a five point plan.

Feedback from attendees was very positive, with comments praising the week's programme of event topics, speakers and facilitators.

#### **5.0 Events Manager Feedback**

This year's Mid Ulster Enterprise Week programme was packed full of insightful and diverse presentations and panels.

The programme featured a great variety of speakers from a huge range of industries and, with a lot of new speakers that had never featured in the programme, or similar programmes before. All speakers are very well-respected speakers and of a high standard, which has paved the way for future programmes to maintain this standard and variety.

The four-day programme, instead of five, worked really well and this could be a suggestion going forward for future Enterprise Week programmes, given that numbers tend to tail off towards the end of the week – as is the way for most series of events.

The idea of featuring a mix of online and in-person events was suggested after 2021's Enterprise Week. Although in-person events can be more impactful on the day, it is worth noting that numbers for in-person events were low. The Economic Landscape event was originally organised to be in person, however with a lower uptake on numbers, the decision was made to move this event online. Plannd emailed those registered to let them know and no attendees removed their registration as a result of the move. Once the event was promoted as online, numbers increased by 161%. This should be taken into consideration when planning Enterprise Week 2023. The timing of this event also worked well, over a lunchtime slot rather than in the morning. Plannd suggests perhaps it is worth considering lunchtime and breakfast time events to increase numbers by avoiding individuals having to take time off work to attend – which could be why the targeted numbers were not achieved.

Plannd would suggest launching a week earlier in 2023 to give more time to build numbers.

One attendee from the Leading Ladies event, which took place in the evening, addressed the timings and requested that future events are not in the evening as it was a struggle for her to attend at this time. An attendee from The Power of Video requested that more events take place outside of work hours, due to the increase in flexible working, all working schedules will be harder to accommodate. Therefore, plannd's suggestion of breakfast and lunchtime events could be the best method to adapt to this.

An idea for 2023 to consider is also a mid-week online or in-person conference with multiple sessions, allowing attendees who would like to attend multiple events to take one day as opposed to taking time out of work each day for one week.



Having the PageTiger document as a one stop shop for all programme details and registration links was a great digital feature for people to access, this could definitely be grown in future years as a more widespread part of Enterprise Week promotion. The PageTiger had 424 views and could have a wider reach if featured in MUEW core promotions.

The technical aspect of the week worked really well and Zoom was a good choice of platform for the sessions, given its easy accessibility for the majority of people and the rarity of it being restricted by company firewalls.

## **6.0 Conclusion**

Despite how easy it would have been to run Enterprise Week with a focus once again on Covid-19 and the post-pandemic struggles businesses, the fourth Mid Ulster Enterprise Week delivered an upbeat programme of events, with a theme of positivity throughout, whilst still connecting with topics that need to be addressed, such as the recession. The online format of most of the events was welcomed and provided the opportunity for attendees to sign up from wherever they are based, both in and outside of the district.

Feedback on the programme and the delivery of Enterprise Week 2021 has been positive across all events.

2023 has the potential for Enterprise Week to refresh the format with something new, for example having the series at different timings to this year, such as Lunch and Learn and Breakfast Business Bites, or one online event with different sessions.

There is still no question that online webinars have opened up Enterprise Week to a huge new audience, in terms of both speakers and audience, and have benefited the programme greatly.

Recordings of the webinars can be accessed on Council's YouTube channel  
<https://www.youtube.com/playlist?list=PLzfkoqzAiZjWBhOpe51ICx1RNJPVTdgti>

## Feedback from the Webinars

Across all webinars, 56.41% of attendees rated the value of attending as Excellent, 35.89% rated the value as Very Good and 7.69% rated the value as Good.

78.95% of attendees rated the speakers as Excellent, with the remaining 21.05% rating the speakers as Very Good.

66.66% rated the panel hosts as Excellent and 33.33% rated the hosts as Very Good.

Event	Feedback
The Kick Off: Resilience Means Business	<p>"Lots of tips on 'Resilience' to have as 'take away!'"</p> <p>"Some informative and easy to relate to. So many similarities to business."</p> <p>"Inspirational start to the week".</p> <p>"Very insightful event all with a common theme of resilience and how to deal with the challenges daily. Talking about the four components of resilience. Great line up!"</p> <p>"Very insightful in terms of world of sport. Parallels evident to business environment. Great line up of speakers."</p> <p>"Sarah Travers was an excellent host. Well-orchestrated talk from the four sports people sharing the highs and lows of their career."</p>
The Power of Video	<p>"Aislinn's presentation was excellent. So too was the MUDC facilitation. Well done!"</p> <p>"Practical ways and signposted to references to encourage me to promote my business on Instagram"</p> <p>"Lot of information on how to make more engaging and professional online content."</p> <p>"This webinar has highlighted the the different ways in which video and short content can be explored for various businesses and in a very easy to understand, step-by-step explanation."</p> <p>"More video content is key on a consistent basis! Aisling was v good at explaining the 'how to's' Much appreciated!"</p>

	<p>"I really enjoyed the information today and would like to see more courses available throughout the year"</p>
'Mid Ulster's Leading Ladies'	<p>"Very inspiring event and great advice, thanks a lot!"</p> <p>"What a great event. The speakers were all so interesting. Brilliant advice and journey stories."</p> <p>"Absolutely inspiring event. Great to hear how businesses have overcome challenges, evolved, and grown. Three very inspiring business ladies."</p> <p>"Informative and motivational."</p> <p>"Very informative event. Great to hear honest open experiences from women overcoming challenges in business."</p> <p>"Fantastic and very inspirational. It's great to hear from local successful business owners."</p>
Economic Landscape: Preparing for Economic Volatility	<p>"I learnt first application is your best chance &amp; pause and get the application right &amp; try and understand what funding are you looking for and why?"</p>
Net Zero: Challenge Accepted	<p>"Both speakers were brilliant. Very insightful."</p>
Support Local – Mid Ulster Gift Card	<p>"I think this is brilliant for the local economy and was unaware of it until I saw the details for the webinar. I would be interested but need to investigate further."</p>
Keeping Hospitality At Home	<p>"James McGinn was excellent"</p> <p>"I learnt we need to look after staff to retain them and be innovative to tackle present challenges"</p>
Growth Through Innovation	<p>"How businesses can be innovative - sourcing the right staff/skilled experts. Stephen provided excellent information and examples"</p> <p>"I learnt innovation comes in many forms for businesses. Ideas often fail but businesses need to</p>

	move on to the next step and keep developing. There's help and support available for innovation."
Build Your Business Battleplan	"This the first event I have been able to attend and I found it interesting and informative... It has definitely made me relook at the schedule to see if I can attend any of the other events. Good mix of online and on site seminars"

## Newspaper Advert

# Mid Ulster Enterprise Week

14-18 Nov 2022

### Adapt, Evolve, Overcome



## MON 14th November

### The 'Kick-off'! Resilience Means Business

10:00am - 11:00am (refreshments from 9.30am)

Venue: The Glenavon Hotel, Cookstown

The world of sports develops athletes' ability to recover from setbacks and withstand pressures that are rivalled by no other industry. Who better to hear from to inspire and inform your own resilience than four of Northern Ireland's brilliant sportspeople? Join Lady Mary Peters, Simone Magill, Darren Cave and Kieran McGeary for a panel discussion like no other, as they touch on the resilience they have had to learn from their experiences and how these skills can be applied to the business industry.

### The Power of Video

2.00pm - 3.00pm

Hosted on: Zoom

Speaker: Aislinn Higgins, Dream Media Ireland

There is no business like showbusiness! Whether you are in front of or behind the camera, it's time to embrace the power of video for your business. Video can help you reach a new target market and acquire new customers, as well as engage and inform your current audience. Join Aislinn Higgins, Founder of Dream Media Ireland, to learn how to create engaging and informative short form video content for TikTok and Instagram.

### Friday 18th November

If you attend any of our events, your name will automatically go forward into a prize draw with the opportunity to win some great prizes. The more events you attend, the more opportunity you have of winning a prize! Winners will be announced on Friday 18th November

Prizes from the Support Local - Mid Ulster Gift Card event will also be drawn on Friday.

All events are free to attend. Register at:

[midulstercouncil.org/enterpriseweek](http://midulstercouncil.org/enterpriseweek)

\*All information is correct at time of publication. Please confirm details online when registering.

## TUE 15th November

### Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses

10am - 1pm (refreshments served)

Venue: The Tower Room, Hill of the O'Neill Dunganon

If you are unable to attend this event, it will also take place in Magherafelt on Thursday 17th.

This workshop explores the process in creating video content to upload to Instagram Reels and Facebook. We will show attendees how to plan, storyboard and record content using their mobile phones, and how to edit content, to publish online, using editing app InShot. We will also show examples of the benefits of Facebook/Instagram Ads to promote content online.

All attendees must bring their mobile phones for this workshop.

### Economic Landscape: Preparing for Economic Volatility

12.30pm - 1.30pm (refreshments from 12.00pm)

Venue: The Gables, Dunganon

With the world heading into uncertain territory, the cost of living crisis is set to affect individuals and businesses alike. Join Mark Simpson as he discusses how businesses can best prepare for Economic Volatility with Feargal McCormack, PKF-FPM, Gavin Kennedy, G&J Kennedy Project Management and Mark Cunningham, Bank of Ireland, who will provide top tips on accessing finance to maintain your business.

### Leading Ladies - Their Journey To Success

7.00pm - 8.00pm (refreshments from 6.30pm)

Venue: The Terrace Hotel, Magherafelt

Join our host, Denise Murtagh, in conversation with 3 local female entrepreneurs; Rachel Molloy, Café No. 47, Leona Morrow, LM Transport Consultant and Mona Houston, The Fashion House. Hear how it all started for this inspirational group of women. Learn what motivates and inspires them and how they have used this to overcome the many challenges that have presented themselves along their entrepreneurial journey.

## WED 16th November

### Net Zero: Challenge Accepted

10.00am - 11.00am

Hosted on: Zoom

We've all heard the term Net Zero. We all know we need to get there. Yet not enough of us know how to do so! Are you interested in hearing about how you can accelerate your business towards achieving Net Zero, or as close as possible? Jamie Delargy will host our panel of experts: Steven Agnew, RenewableNI, Bernadette Convery, Invest NI and Mareanne Bradley, Specialist Joinery Group, who will talk about the benefits of achieving Net Zero, how to get there, the practical supports, as well as how to overcome challenges along the way.

### Develop an Entrepreneurial Mindset

12.00pm - 1.30pm

Venue: The Ecos Innovation Centre, Ballymena (Also Live Streamed)

In this hybrid workshop, Cate Conway will host an interview with Phil Graham, a hugely successful entrepreneur and business mentor, to give an insight into how Phil developed an entrepreneurial mindset critical to building his business as one of the UK and Ireland's leading fitness experts and business mentors.

### Support Local - Mid Ulster Gift Card

1.00pm - 1.45pm

Hosted on: Zoom

Leah Brown will present to you the benefits of the Mid Ulster Gift Card! Join us to hear all about it, have your questions answered directly and hear from those who have already benefited from having the Gift Card as part of their business. By attending this webinar on the day you will be entered into a prize draw for one of four £50 Mid Ulster Gift Cards!

### Keeping Hospitality At Home

2.30pm - 3.30pm

Hosted on: Zoom

Join James McGinn, MD of Hastings Hotels, as he brings us his practical advice how to excel in the current hospitality industry! He will discuss how to keep up with new trends, hit targets and bring people to your business in a time when travel is opening up again and people are keen to visit new places. James will be joined by Claire Murray, Deli on the Green and Dermot Friel, Friel's Bar & Restaurant.

## THURS 17th November

### Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses

10.00am - 1.00pm (refreshments served)

Venue: The Terrace Hotel, Magherafelt

If you are unable to attend this event, it will also take place in Dunganon on Tuesday 15th.

### Growth Through Innovation

10.00am - 11.00am

Hosted on: Zoom

Innovation has become so important to businesses as many adapt to a fast-changing world to ensure they remain sustainable and have a competitive edge. Join our host Clodagh Rice, BBC Journalist, and three business leaders from different sectors across the MSW Region of Northern Ireland, in conversation, discussing how innovating helped them grow and remain competitive in the current challenging economic conditions.

Panel - Colin Edgar, CET Cryospas, Stephen Smyth, TCTS Group Ltd and Terry Mullin, Global Automation

### Mid Ulster Jobs & Careers Fair

11.00am - 4.00pm

Venue: Cookstown Leisure Centre

Are you looking for work? Fancy a change in career? Interested in upskilling? Then the Mid Ulster Jobs & Careers Fair is the place to be. With over 50 local employers and support organisations on site, this is a brilliant opportunity to make connections, get advice, apply, and interview on the day!

### Build your Business Battleplan

2.00pm - 3.00pm

Hosted on: Zoom

Paul Creighton, CEO of AES Global and business mentor, is bringing you his five point battle plan for businesses heading into the impending recession. Join this webinar to hear how to prepare step by step, covering: finding your strategy, bringing your team into your strategic thinking, motivating your team, improving company culture and measuring simple KPIs to bring your business out on top. This is a webinar not to be missed!



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council



## **Press Release**

### **Mid Ulster Enterprise Week returns for 2022**

Mid Ulster District Council's Enterprise Week returns this year from Monday 14 – Friday 18 November.

During the week, 13 events for local businesses, both online and in person, will take place under this year's timely theme- Adapt, Evolve, Overcome, reflecting this year's focus on continuing the journey to economic recovery.

A Business of Resilience event, facilitated by Sarah Travers, former journalist, and Director of Bespoke Communications, will kick off the week in the Glenavon Hotel. During this event, renowned sporting figures, Lady Mary Peters, Kieran McGeary, Simone Magill and Darren Cave, will outline how the skills and tactics they deploy in sport could be transferred to the world of business.

Assisting businesses to navigate through adversity is a common theme during the week with events such as The Power of Video, with Aislinn Higgins; Economic Landscapes: Preparing for Economic Volatility with the BBC's Mark Simpson; Build Your Business Battleplan with Paul Creighton from AES Global, Cookstown, as well as social media training for the tourism sector, taking place.

Other events include a Mid Ulster's Leading Ladies event where three successful Mid Ulster businesswomen will talk to Denise Murtagh about the challenges they have faced on their personal and business journeys, a jobs and careers fair and a Net Zero: Challenge Accepted event facilitated by former UTV journalist, Jamie Delargy.

In addition, the hard-hit tourism sector is invited to a panel discussion on how to excel in the current hospitality industry with James McGinn who will be in conversation with Claire Murray from Deli on the Green, Dungannon and Dermot Friel from Friel's Bar and Restaurant, Maghera.

Launching this year's Enterprise Week, Councillor Córa Corry, Chair of the Council, said:

"The last couple of years have possibly been the most difficult our businesses have ever had to face and have resulted in an extremely challenging trading environment for most. Add to this the new pressures brought by the rising cost of living, where many businesses are having to make extremely difficult decisions about their future and how they can best cope with these mounting pressures. The series of events scheduled under the extremely timely and poignant theme of this year's Enterprise Week (Adapt, Evolve, Overcome) will provide businesses with the information, advice, and guidance they require to help them weather these storms and overcome some of these difficulties, enabling them to begin or continue their journey to recovery and success.

"I'm looking forward to attending throughout the week– and to incorporating some of the vital messaging and learning into my own life. I have no doubt our businesses from across the spectrum will do the same and find the week extremely informative."

Claire Murray, Deli on the Green, Dungannon, commented:

"Mid Ulster Enterprise Week is delivering a packed programme – whether you're looking for advice on how to become more resilient, get an insight into the future economic picture or



become more adept at creating video content for socials, Mid Ulster Enterprise week has it covered.

"I'm really looking forward to sharing my story with James McGinn and hearing from others too at the 'Keeping Hospitality at Home' event. I'd encourage Mid Ulster businesses to check out the week's events and get registered!"

Paul Creighton AES Global, Cookstown added:

"It is great to see such a wide range of really useful topics across a range of interesting speakers. I am delighted to be part of this event and pleased to be sharing a 5 point battle plan, derived from our global successes in the both the financial crash and the covid pandemic."

To view the full programme of events for the week, and to register your place, go to the [Enterprise Week page on the website.](#)

## ***Post Event News Release***

### **Business Resilience Showcased in Successful Enterprise Week**

**Over 370 people participated in Mid Ulster's fourth Enterprise Week (14-18 November), attending 13 free online and in-person events focusing on how to help businesses build their resilience in the face of current and future challenges on a range of fronts.**

This year's theme was Adapt, Evolve, Overcome, and some of the most popular events included, 'The Kick-Off: The Business of Resilience' with local sports personalities Lady May Peters, Kieran McGeary, Simone Magill and Darren Cave, 'The Power of Video' with Aislinn Higgins, 'Build Your Business Battleplan' with Paul Creighton and a celebration of Mid Ulster's female entrepreneurs 'Leading Ladies' Mona Houston The Fashion House, Rachel Molloy, Café No 47, and Leona Morrow, LM Transport Consultants.

Organised by Mid Ulster District Council, with support from partners including the Mid South West Council Group, GoForIt and local business leaders, the events were delivered under the theme of Adapt, Evolve, Overcome, and aimed to provide businesses with information, advice and guidance to help them explore how to address the range of pressures on both themselves and their operating environment, and how to overcome some of these difficulties, enabling them to begin or continue their journey to recovery and growth.

The diverse programme of webinars focused on timely topics and themes to help local businesses to navigate their way through the difficulties of the last 21 months and offered advice, guidance, and tips on how to move forward and help their business to come out stronger on the other side.

Councillor Córa Corry, Chair of the Council, was delighted with businesses' engagement in the week's events,

"Participant figures for this fourth annual Mid Ulster Enterprise Week speak volumes about both the impressive and fitting programme on offer and just how well-known the week has become for local businesses

"Businesses used words like 'motivational', 'inspirational', 'fantastic', 'insightful' and 'thought-provoking' in their feedback, showing the week really did have a positive impact and offered a selection of insights into how to Evolve, Adapt and Overcome. All in all, an excellent week which shows that Mid Ulster's enterprising spirit is very much alive and well even during the most challenging of times!"

**If you missed any of the events, the Webinars from Mid Ulster Enterprise Week 2022 will be available to view at the Council's YouTube account from Monday 28 November 2022.**