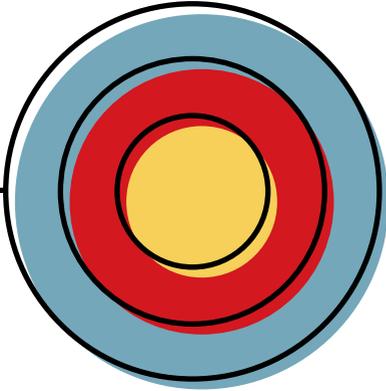


# Business & Employment Events

Wexford Library and Gorey Library  
September 2018 – March 2019

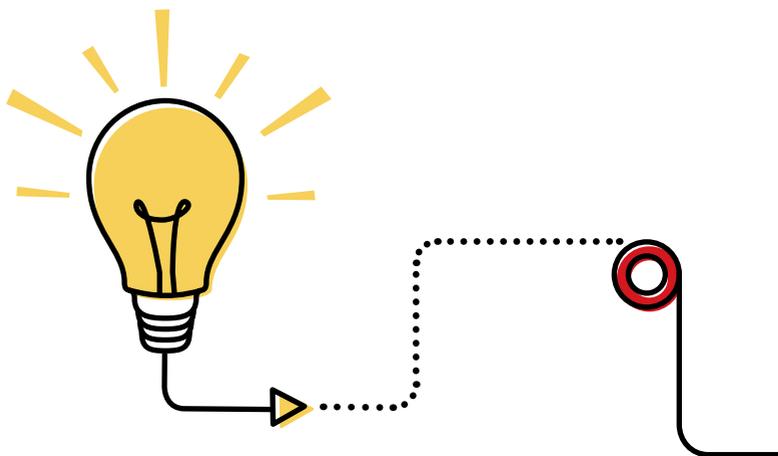
A series of practical talks to support business start-ups, job seekers and kick start your career.



**Are you looking for a job or career change?**

**Are you thinking of starting your own business?**

**With professional staff and access to a broad range of services, the library is a place to research, work and learn new skills.**



**Your local library supporting business and employment.**

All library events are free. Everyone is welcome.  
Booking Essential. See back cover for contact information.

Should you require additional supports to enable you to fully participate in these events please contact us.

# What we offer:

## Services

- Free membership – with photo ID and proof of address
- Free Internet and Wifi access
- Printing, copying and scanning
- Hot desking
- Meeting spaces
- 3D printing and design software

## Vision-net

- Company information (Ireland & UK)
- Annual returns
- Mortgages and charges
- Risk watch
- Directorships
- Commercial judgments

## Mintel

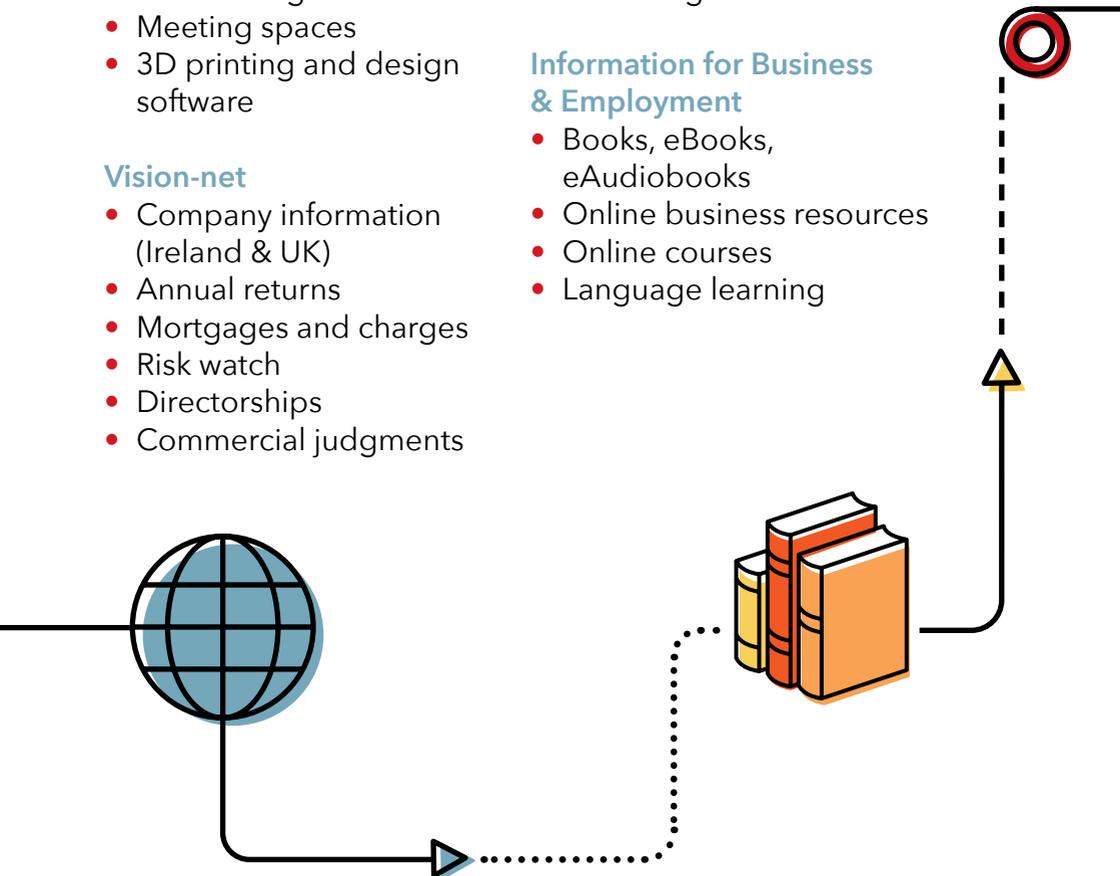
- Market research
- Consumer research
- Brand research

## Business.ie

- Database of 137,000 Irish businesses for B2B marketing

## Information for Business & Employment

- Books, eBooks, eAudiobooks
- Online business resources
- Online courses
- Language learning



# An Cathaoirleach, Cllr Keith Doyle, Wexford County Council invites you to

## Launch of Gorey Library Work Matters Space

Come see our free space for businesses and jobseekers to hot-desk, research, meet and network

**Tuesday 2 October 2018 at 4:00pm**



Followed by

## Mintel Presentation on Events Tourism

with Ciara Rafferty, Mintel

The Mintel logo, featuring the word "MINTEL" in a bold, black, sans-serif font inside a yellow speech bubble shape with a tail pointing downwards and to the right.

**MINTEL**

**In Gorey Library at 4:30pm and again  
In Wexford Library at 7:30pm**

Come along and network with like-minded businesses! Refreshments will be provided.

Mintel will present market insight into Events Tourism, combining current research from their Irish reports with wider insight drawing on data from their global reports.

Mintel conducts consumer and market research and tracks product innovation. Mintel's Irish database contains detailed consumer data (who the consumers are, what they buy and why) and market research analysis.

# Introduction to Entrepreneurship and Lean Start-Up Principles

with Catherine Duggan



Whether you're a budding entrepreneur, a start-up company, or an existing business and would like to learn about the tools to help test and develop your ideas, then this is the course for you.

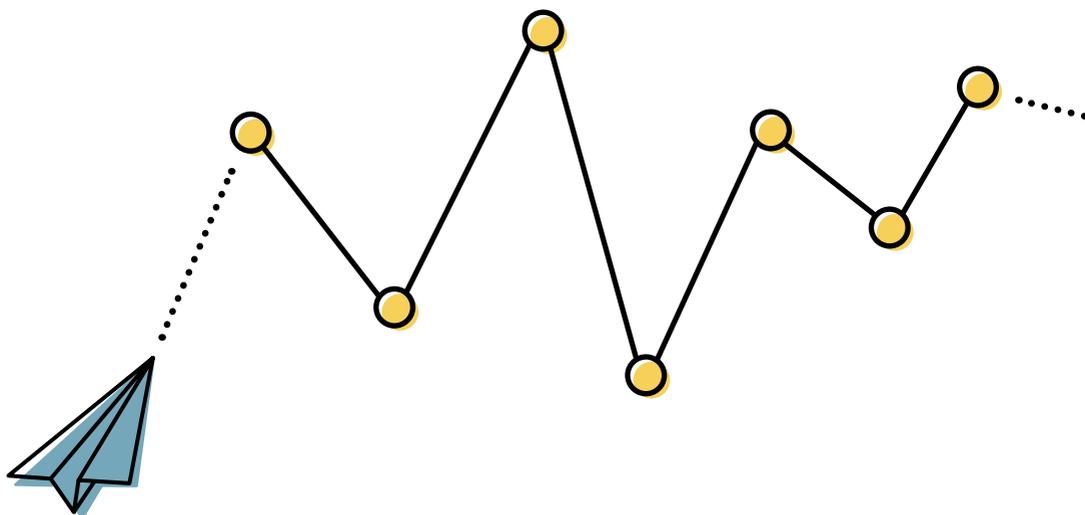
This course takes place over four weeks and four key topics will be presented by Catherine Duggan, explaining tools to test and validate your business idea. Participants are encouraged to attend all four sessions to get maximum benefit but it is possible to choose a session that suits. Each session will be approximately 30 to 60 minutes depending on Q&A and attendee feedback.

Catherine mentors and coaches individuals in the start-up sector. Her main areas of expertise are the digital and IT aspects of entrepreneurship. She is a regular contributor to Irish Tech News and a regular presenter and facilitator for the Innovation Enterprise Network. She completed a CPD in Digital Product Development & Entrepreneurship in DIT and a Postgraduate Certificate in Innovation, Entrepreneurship, and Enterprise with UCD.

## **Week 1: Introduction to Lean Start Up: The Business Model Canvas**

Learn about Alex Osterwalder's Business Model Canvas tool and Eric Ries's Lean Startup principles which will help you to take a deep dive into your business idea.

**Gorey Library Tuesday 18 September 2018 at 7pm**  
**Wexford Library Thursday 7 February 2019 at 7pm**



## **Week 2: Identifying & Creating a Value Proposition**

Build on the principles from week one and learn how to use other tools that will help you to understand your customer's needs and how you can add value to your offering.

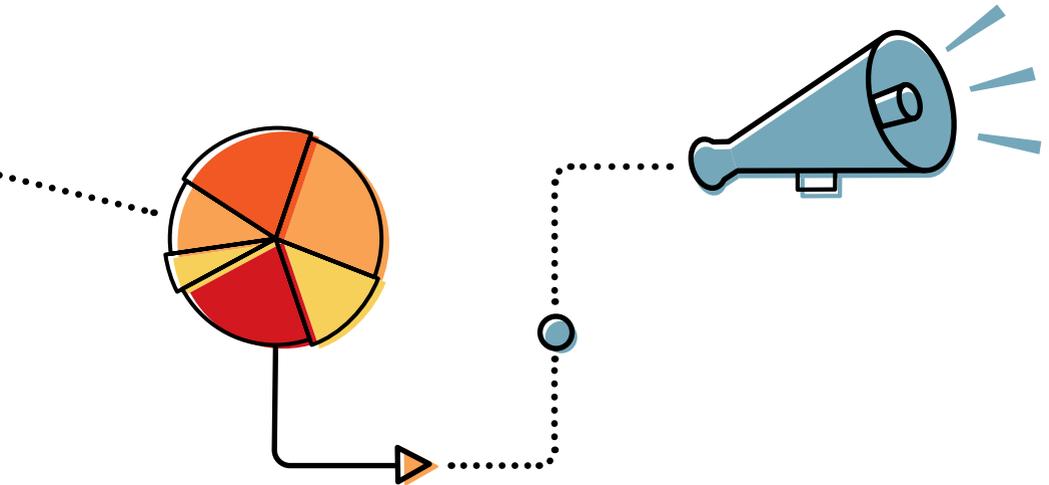
**Gorey Library Tuesday 2 October 2018 at 7pm**  
**Wexford Library Thursday 21 February 2019 at 7pm**

### **Week 3: Discovering Customer Segments**

Understand who exactly your customers are and when and where to target them. There will be case studies presented and discussed. Examples of how you can build profiles of your existing and future customers will also be provided.

**Gorey Library Tuesday 16 October 2018 at 7pm**

**Wexford Library Thursday 7 March 2019 at 7pm**



### **Week 4: Inbound Market Tools: Blogs, Bloggers and Blogging**

In today's world most businesses must invest in a digital strategy to reach, inform and acquire customers. Understanding the importance and benefits of inbound marketing using a blog will be explained.

**Gorey Library Tuesday 30 October 2018 at 7pm**

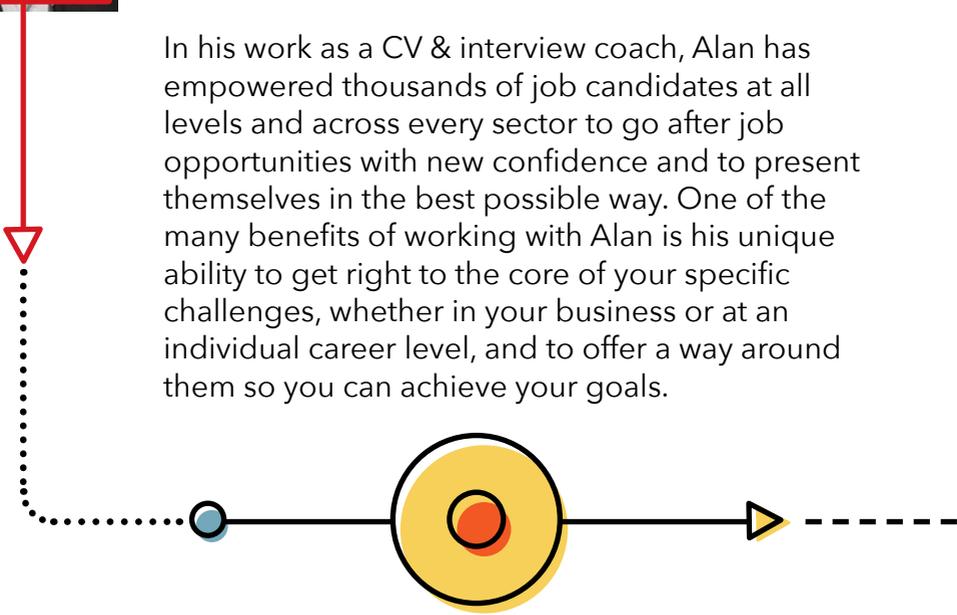
**Wexford Library Thursday 21 March 2019 at 7pm**

# Get That Job and Kick Start Your Career with Alan Maher



Alan Maher is an Entrepreneur, Business Strategist, CV, Interview and Personal Development Coach. Alan has a proven track record in business strategy, personal & career development, CV and interview coaching with almost 30 years business experience.

In his work as a CV & interview coach, Alan has empowered thousands of job candidates at all levels and across every sector to go after job opportunities with new confidence and to present themselves in the best possible way. One of the many benefits of working with Alan is his unique ability to get right to the core of your specific challenges, whether in your business or at an individual career level, and to offer a way around them so you can achieve your goals.



Alan’s simple, person-centred approach acts as a road map for business and individuals alike. His talks will take place in Wexford library during November 2018 and January 2019. He will cover “How to Complete an Effective CV, Cover Letter or Application Form”, Being Successful at Job Interviews” and the all-important and much feared public speaking and “Presentation Skills”.

## How to Complete an Effective CV, Cover Letter or Application Form

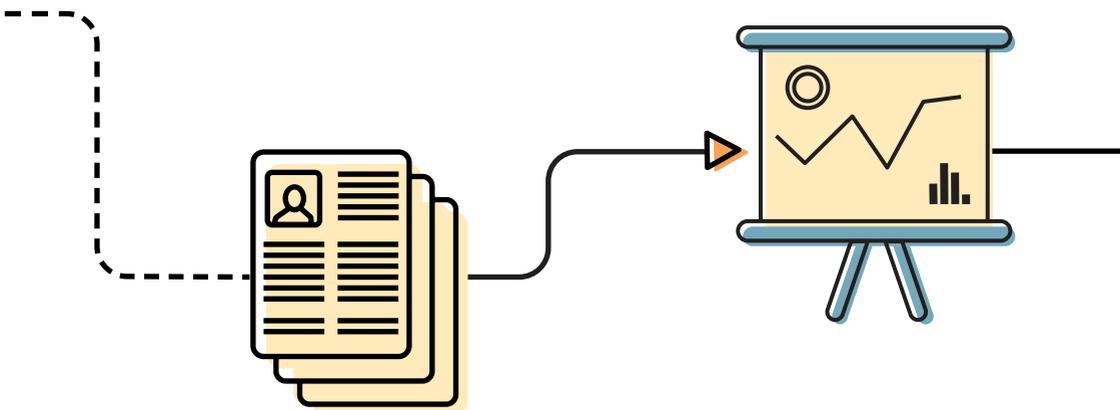
Confidence comes from preparation. Everything else is beyond your control. Whether your ideal job or a life changing opportunity has just presented itself or you are simply looking for that next career move, being prepared will always take you further.

### Why seek out CV Coaching?

Because, whether you're at the top of your career game or just starting out, there are always opportunities to improve what we do and reach new success levels. Presenting yourself to potential employers in a way that will stand out from the crowd is critical in today's competitive job market no matter what role you are seeking.

All issues relating to completing a successful CV such as key headings, layout, content, grammar, spelling and font type will be covered.

**Wexford Library Thursday 22 November 2018 at 7pm**



## Being Successful at Job Interviews

Having coached thousands of job hopefuls to career success, Alan has developed a unique formula to help you to present the best possible, authentic version of yourself at interview. Alan will discuss preparation, communication and presentation skills, non-verbal communication skills, competency based interview and more.

**Wexford Library Thursday 29 November 2018 at 7pm**



## Public Speaking - Skills for Making an Effective Presentation

Making a presentation or speaking in public is a significant challenge for many people. Whether you are making a presentation for work or social purposes it is important to have at least a basic understanding of how to approach it. This short talk will help you to focus on the two core elements required when making a presentation...having your content clear and focused and delivering it in an authentic, compelling and convincing manner.

**Wexford Library Thursday 31 January 2019 at 7pm**

# Wexford Craft Trail Christmas Fair



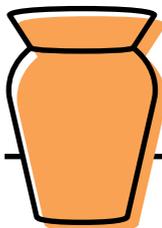
Come and see some of Wexford's finest traditional craftsmen and women at work.



With demonstrations and workshops by  
Mairead Stafford - Potter  
Rebecca Homfray - Printmaker  
Tommy Kelly - Furniture maker  
Ros Tapestry

Authentic handcrafts by members of the Wexford Craft Trail will also be on display.

**Wexford Library Friday 14 and Saturday 15  
December 2018**



For more information about Wexford Craft Trail see:

**[www.wexfordcrafttrail.ie](http://www.wexfordcrafttrail.ie)**

Times of workshops, demonstrations and displays will be announced on our website shortly:

**[www.wexfordcoco.ie/libraries/events](http://www.wexfordcoco.ie/libraries/events)**

# Contact Us



## Wexford Library

wexfordlib@wexfordcoco.ie  
053 9196 760  
[www.facebook.com/Wexfordlib](https://www.facebook.com/Wexfordlib)

## Gorey Library

goreylib@wexfordcoco.ie  
053 9421 481  
[www.facebook.com/GoreyLibrary](https://www.facebook.com/GoreyLibrary)

## Work Matters Events & Services

[www.wexford.ie/library](http://www.wexford.ie/library)  
[www.wexfordcoco.ie/business](http://www.wexfordcoco.ie/business)  
[www.librariesireland.ie/work-matters](http://www.librariesireland.ie/work-matters)

## Employment Support

[www.wld.ie](http://www.wld.ie)  
[www.waterfordwexford.etb.ie](http://www.waterfordwexford.etb.ie)  
[www.welfare.ie](http://www.welfare.ie)  
[www.skillsforwork.ie](http://www.skillsforwork.ie)  
[www.citizensinformation.ie](http://www.citizensinformation.ie)

## Enterprise Support

[www.djei.ie/index.htm](http://www.djei.ie/index.htm)  
[www.chambers.ie](http://www.chambers.ie)  
[www.revenue.ie](http://www.revenue.ie)  
[www.microfinanceireland.ie](http://www.microfinanceireland.ie)

## Did you know?

**The Local Enterprise Office Wexford (LEO)** offers support to start-ups and businesses including: a range of business training programmes

- Business Advice
- Consultancy support via a panel of experienced mentors
- Selective financial assistance

[www.localenterprise.ie/wexford](http://www.localenterprise.ie/wexford)