



LISBURN
ENTREPRENEURS
NETWORK
Where great ideas come together.

Lisburn Entrepreneurs Network (LEN) is a local network and discussion forum for small businesses based in the City of Lisburn and managed by Lisburn City Council. LEN will offer **free networking events** and practical information sessions aimed at addressing key business issues and promoting local business development.

Each networking opportunity will focus on a **specific business topic** or issue driven by an **expert speaker**, with a **local business representative** sharing their experiences.

The events will be held on **the last Thursday in each month** throughout the year in a **breakfast seminar format** with breakfast and **registration from 8.00-8.30am** followed by the expert speaker and networking from **8.30-9.30am**.

Come along and meet like-minded business people for networking and discussion in an informal setting.



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www.lisburncity.gov.uk

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Expert Speakers

Local Business Experiences

Key Business Issues

Promoting Local Business Development

Networking Events

Practical Information Sessions

EVENTS SCHEDULE JANUARY 2010-JUNE 2010

JAN

28

All You Need To Know About Trading Successfully Online

This event will provide an insight into best practice in e-commerce, setting up an online business and trading successfully online.

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speaker: Richard Clement, Pierce Communications

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FEB

25

How To Maximise Your Web Presence

Many companies now have a website, but is it working effectively for your business? Find out how to achieve this and make your website stand out through Search Engine Optimisation (SEO).

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speaker: Prof. Maurice Mulvenna, University of Ulster

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MAR

25

Managing Your Money Effectively

Effective cash flow management has never been so important to ensure business survival in the current economic climate. This event will provide guidance on overall financial management including debt recovery, managing cash flow and dealing with your bank.

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speaker: John Steen, Bank of Ireland

APR

29

How To Use Social Media To Market Your Business

Social media such as Facebook and Twitter are fast becoming a key element in business marketing strategies. Find out how you can make use of these online forums to raise the profile of your business.

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speakers: Barry Lynch & Ciaran Lynch, Nifty Nosh

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MAY

27

Innovation And Local Business Development

Innovation encompasses every aspect of business development. This event will provide an overview of how your business can access support, advice, information and funding to implement new technologies, and new products and services to enhance your business capacity.

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speakers: University of Ulster Innovation Team

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JUN

24

Doing Business In Export Markets

Developing an export strategy which is right for your business is key to business growth. Find out where there are international trade opportunities and how to tap into the best market for your business.

Time: 8.00am - 9.30am **Location:** Island Civic Centre

Speaker: Michelle Lestas, Lestas Consulting

PLEASE CONTACT **HAZEL KING** OR **NATHAN LANGTRY** ON **028 9250 9484** FOR FURTHER INFORMATION OR TO REGISTER YOUR ATTENDANCE AT LEN EVENTS.