

Through the door

Practical lessons to increase new and repeat customers in your business

A **FREE networking and masterclass event** for owners and managers in the hospitality, leisure, travel and tourism industry.

Thursday 11 March 2010
8.15am—10.30am
Westville Hotel, Enniskillen

people1st



Department for
**Employment
and Learning**
www.delni.gov.uk

Guest Speaker
Hugh Daly
Serial
Entrepreneur



Through the door

*Practical lessons to increase new
and repeat customers in your business*

In our sectors, success is built on customers taking that step to come **through the door**. In your business, that still means real people experiencing your product and service. Their response can be your best (or worst) marketing campaign.

Customers are our lifeblood and in the current climate every business needs to keep their existing customer base as well as attracting new ones. That means your product has to be good and, if anything, your people have to be better!

This **FREE** event series provides you with an opportunity to gain an insight into the experiences of local business owners who have clearly got that message. Their knowledge, stories and experiences will prove both inspirational and invaluable!

Programme

08.15 Registration
Breakfast
Business Support Exhibition
Networking

09.00 Welcome & Speakers

10.00 Business Support Exhibition
Networking

10.30 Close

Registration

Places at this event are **FREE**.

To register please contact Trudy Patterson by email at Trudy.Patterson@people1st.co.uk stating 'Through The Door Fermanagh' as well as your name and organisation. Alternatively, call Trudy on **028 9044 7736**.

Guest Speaker

Hugh Daly, Serial Entrepreneur

Suffering from dyslexia and with one GCSE to his name Hugh left school at 16. By the age of 35 he had bought and sold successful businesses in the fitness and food industries and had an ever-increasing property portfolio in the UK and throughout Europe. An entrepreneurial journey that began when his father gave him a pig aged 6, Hugh has witnessed the highs and lows that come with business and management. Humble yet hilarious Hugh Daly is passionate about business and what it takes for individuals and organisations to succeed.



Exhibition

In addition to ideas and inspiration gained from the speakers and new business contacts from networking, you will also have the opportunity to ask the key question, “What can you do for my business?”, to a number of business support organisations. Experts will be on hand to advise you on opportunities, funding and programmes that will benefit you. Exhibitors will include:

- People 1st – Sector Skills Council for Hospitality, Leisure, Travel and Tourism
- Department for Employment and Learning
- Invest Northern Ireland
- Northern Ireland Tourist Board
- South West College



The Sector Skills Council for Hospitality, Leisure, Travel and Tourism

People 1st recognises the need to support local businesses as they grow in an increasingly competitive and global marketplace. We are committed to raising industry ambition and investment in skills, working with you to meet the challenges ahead and place Northern Ireland as a leading tourist destination. Visit www.people1st.co.uk and www.uksp.co.uk – a dedicated portal for jobs, careers and skills.

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This event is being organised by People 1st with funding support from the Department for Employment and Learning as part of the Future Skills Action Plan for Hospitality and Tourism and is also in partnership with Fermanagh District Council and Fermanagh Lakelands Tourism in support of the Destination Fermanagh Tourism Strategy.



FERMANAGH DISTRICT COUNCIL

