



CREATING ALL-ISLAND OPPORTUNITIES TO DO BUSINESS

PLATO EBR are offering a unique networking event driven primarily to satisfy the needs of SME's and particularly PLATO participant companies - PLATO EBR - PLATO Dublin - PLATO Cork - PLATO Ireland. The purpose of this event is to CONNECT Plato Participant companies in the East Border Region and Southern Region on the island of Ireland under the wider PLATO Ireland umbrella so as to promote growth and innovation among the delegates participating at the event.

WHY SHOULD YOU ATTEND PLATO EBR CONNECT?

- If you are a small to medium sized enterprise and PLATO participant.
- If you're looking for opportunities 'for growing your business' or form new business relationships throughout Ireland.
- If you're looking at 'partnering up' (i.e. meet multi-nationals committing to supporting SME growth on an all - island basis).
- If you are interested in learning and sharing opportunities - doing business with partners, and creating new business in new markets (identifying sub-contracting opportunities or discovering new trends).
- If you are looking to develop Cross border business opportunities.
- Opportunity to engage in up to 3 scheduled face to face meetings with attending delegates.

WHO'LL BE THERE?

- Other all-Island PLATO Members.
- PLATO EBR, Cork and Dublin representatives making you aware of current funding supports available for businesses in an all-island context.
- Large multi national companies with experience in growth and collaboration.

ATTENDANCE FEES							
Registered Plato Members	FREE	Employees / Guests of Plato Members	£65 / €75	Non Plato Companies	£85 / €99	Tour of Titanic Museum	£10 / €13

HOW DO I BOOK?

Email: Event Co-Ordinator at catherine.jordan@smematters.ie or **Telephone: 00 353 87 221 5287** or book your place on by following the links for registration on www.platoebr.com

Note: Places are limited, please register early to avoid disappointment.



SAMPLE SPEAKERS & TOPICS:



Brian O'Hare, Director, Bombardier Aerospace

Presentation Topic: Improvement Through Engagement

Brian O'Hare is currently leading the Continuous Improvement Team in Bombardier Aerospace's European manufacturing site in Belfast. He has spent 14 of the last 20 years in various Finance roles within Bombardier, both in the UK and North America. His last 3 years have been spent in the Transformation team, with responsibility for rolling out the Achieving Excellence System, an adaptation of the Toyota Production System.



Feargal McCormack, Managing Partner, FPM Chartered Accountants

Presentation Topic: Cashflow & Tax Implications of Cross Border Trade

Feargal McCormack FCA is the Founder and Managing Partner of FPM Chartered Accountants. He is also a Visiting Professor at the University of Ulster Business School, Chairman of Chartered Accountants Ireland and has many other significant roles. In June 2012, he received the prestigious All-Ireland Award from the Institute of Management Consultants in recognition of his significant contribution to business and public life in Ireland.



Brian Morgan, B.C.L (R of I & NI Solicitor) Morgan McManus Solicitors

Presentation Topic: A Need to Know Comparative Analysis

Brian Morgan practices particularly in the area of Litigation and Employment Law the Republic of Ireland and Northern Ireland and has many years of experience in Litigation involving Health & Safety Law. He is co-author of a number of publications, "A Simple Guide to Cross-Border for Business" and "The Comparative Analysis of Employment Law in Great Britain, Northern Ireland and the Republic of Ireland" and has a great insight into growing Cross-Border business.



Niall McKeown, Director, Ionology

Presentation Topic: Do You Want To Be Liked or Do You Want To Be Rich?

Niall McKeown is the author of the digital strategy book entitled "Want to be Liked or Want to be Rich?". The book illustrates the framework and methodology of creating high performance digital campaigns using what it terms as the 'Digital Business Strategy' process. He works closely with the University of Ulster in a research and lecturing capacity and has co-authored several white papers on the future of digital strategy.



TRADE EXHIBITION SPACE

There are a limited number of stands available to companies wishing to show-case their products or services. Details are as follows:

STAND TYPE	LOCATION	DETAILS	COST
Premium Stands	9 stands located in the main Titanic Suite Conference Hall	3m x 2m exhibition area, table and power point	£300 / €360
Regular Stands	20 stands located in the conference breakout Olympic Suite	2m x 1m exhibition area, table and power point	£150 / €180

NOTE: The trade exhibition fee covers the cost of 2 delegate passes to the event

STRUCTURED NETWORKING MEETINGS

All participants will receive a full list of attendees and we can arrange up to 3 meetings with a company of your choice during the networking session from 16.00 - 17.00. Please contact **Event Co-Ordinator** at catherine.jordan@smematters.ie or **Telephone: 00 353 87 221 5287** to arrange.

HOTEL BOOKING

We have reserved a number of rooms in hotels close to the Titanic Centre
(please quote **'PLATO EBR CONNECT 2013'** when booking).

Premier Inn Hotel, Queens Road, Belfast
Room Rate: from £58 (quote reference AZLR57733)
Telephone: 0044 871 527 9210

Malmaison Hotel, Victoria Street, Belfast
Room Rate: from £135 (quote Plato EBR conference)
Telephone: 0044 (0) 28 90220200

Ramada Encore, St Anne's Square, Belfast
Room Rate: from £75 (quote Plato EBR conference)
Telephone: 0044 (0) 28 9026 1800

NOTE: Early booking is advised.

AGENDA

08.30 - 09.30	Welcome and Registration
09.30 - 09.40	Welcome Address
09.45 - 11.45	Keynote Themed Presentation
12.00 - 13.45	Buffet Lunch, Exhibits and Networking
13.45 - 16.00	Parallel Workshops (Double Session)
16.00 - 17.00	Structured Networking Break (Double Session)
17.00 - 18.00	Optional Tour of Titanic

For further information on PLATO EBR
email: info@platoebr.com

PLATO EBR CONNECT is part financed by the European Union's INTERREG IVA Cross Border Programme managed by the Special EU Programmes Body.

