Floor: Room:	3rd Floor Harp	3rd Floor Barley	3rd Floor Toucan	3rd Floor Coopers	4th Floor Keg	2nd Floor Networking area
10.00 to 10.45	**Rowan Manahan** Can we just forget the last 20 or so years of PowerPoint and start again please?	**Des Traynor** Product Strategy for the Business of Web Applications	**Maura Donohoe** Overcoming fear and growing a business against the odds	**Gemma Neylon** Legal Issues for start-ups	**Amanda Webb** Creating a social media strategy for your business.	
10.45 to 11.30	**Fintan Murphy** An Exploration of Cloud Computing for Irish Businesses". Overview: - What is the Cloud - Google Apps - Customer success stories	**Paul McAvinchy** Service before content. Creating online experiences that people will pay for. For anyone wondering how to make money with online content.	**Edward Hendrick** Building a great team to deliver a great product. About letting go of some of my control in order to get great people on board.	**Dylan Latimer** Raising finance for start ups.	**Allen ONeill** The 'total addressable market' - how not to aim for 1% of 25 gazillion dollars - lessons learned... Avoiding the "massive market, we cannot fail!" trap!	
11.30 to 12.15	**Paddy Cosgrave** I'm not good at much - but I keep trying. I started and exited, have since spoken in a few places like Facebook's HQ in Palo Alto, and have been appointed to UN committees at a global level for ICT	**Emily Tully** DIY PR for Entrepreneurs I'll take you through the basics from writing and sending press material to establishing yourself as an expert in your field. I'll also have a look at promoting yourself online.	**Barry Mac Devitt** Serious Play- how to use play to drive innovation.	**Ray Langan** Debtrepreneurship-how to set up a business for little or no money whilst being in debt.	**Seán Murphy** Our experience and outcomes from running Irelands first start-up weekend.	
12.15 to 13.00	**Paul Doherty** Software Development Process	**Mary Carty** Bring a product to market without building anything.	**Ed Fidgeon-Kavanagh** Why presentations matter	**Padraig McKeon** Communications - the oil in the machine	**Brian Flanagan** General approach, structure, contents, drafting etc. with tips and traps.	
13.00 to 14.00		LUNCH - Main networking area				
14.00 to 14.45	**Andy Doyle** How the internet makes starting a business so much easier with the right tools.	**Robert Marr** The future of small business in Ireland	**Alan O'Rourke** Double your online sales & cut your marketing costs by optimising your landing pages.	**Ellen Dudley** Are we creating fast food for the brain? How meta design can solve digital obesity	**Plamen Dragozov** How do you integrate mobile into your business and how do you expand your services to meet the mobile needs of your audience?	**Panel discussion** (1 hour) **Young Entrepreneurs** 26 year old **Rob Ryan** of www.ladyumbrella.com, 29 year old **John Matthew Holt**
14.45 to 15.30	**Eamon O'Brien** How and Why - the effective use of event organisation and technology as a tool for business development in the Nougties	**John Mahon** Selling - three simple points for entrepreneurs who might see overt selling as uncool.	**Peter Cullen** Going from a steady, 'job for life' environment to consultant to tech startup. Lessons learned and what I would do differently if I were to do it all over again!	**Chris Mccabe** Developing facebook apps, why would you want to	**Stephen O'Leary** Social Media Measurement and Monitoring - All you need to know for a newbie or a pro.	of Waratek Ltd., 26 year old **Stephen O'Leary** of www.olearyanalytics.ie and **John O'Dea**, Manager of the Start-up Division of Enterprise Ireland and **Helen Treacy** of
15.30 to 16.15	**Una Coleman** International Marketing covering: International Marketing Checklist. Cross Cultural Marketing. International Social Media Marketing. Competitive Analysis.	**Caelen King** How RevaHealth.com Doubled Sales Through Effective Sales Processes. A look at the trials and tribulations that RevaHealth.com went through developing business processes that support its business model.	**Andrew S. Townley** How to ensure that you stay on course in the face of problems, opposition, competitors and the inevitable "No" votes you're going to get on your way to building a successful enterprise.	**Will Martin** How not to outsource a project.	**Claudio Perrone** Storytelling techniques for) Crafting Outstanding Presentations	cognitivesciencepartners.com Moderated by **Gavin O'Flaherty** of MH+C
16.15 to 17.00	**Tom O Mahony** Why do we not have a meaningful strategy to get people working in this country when there are 432000 unemployed and some 100000 of these are now into their second year of unemployment.	**Darren Doyle** Creativity in business and divergent thinking Techniques for nurturing creative ideas and ways to develop divergent thinking.	**Shane O'Donovan** awareness and 'being' a communicator in the workplace	**Anne-Marie Charrett** Software testing is not just for dummies. Tips to help programmers test their software	**Jim Collins** Common mistakes with social media for enterprise, available (free) analytical tools. Choosing tech frameworks.	
Afters Party		Bull & Castle, Christchurch. 6pm till late.				

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