

ISME meeting comes to the North West

ISME, the Irish SME Association, is delighted to announce that their first in-room event in two years will take place in the North West.

All businesses in Cavan, Donegal, Leitrim, Sligo, Monaghan and Roscommon are invited to attend the regional event on Thursday April 7 from 3.30pm - 5.30pm in the Landmark Hotel, Carrick-on-Shannon, Co. Leitrim.

ISME Chairperson, Margaret O'Rourke Doherty will open the event. Based in Leitrim, Margaret is the CEO of HABC - the Hair and Beauty Industry Confederation and Network Manager of Image Skillnet.

Commenting on the event on April 7, Margaret said: "As a Leitrim businesswoman, I am thrilled to host the first of ISME's regional meeting in the North West. I look forward to at last being in the same room with other businesspeople - a great opportunity for us to talk about local business and the concerns we have."

During the meeting there



ISME Chair, Margaret O'Rourke Doherty

will be an update on ISME activity, along with a discussion on key local issues. ISME is encouraging all who wish to attend to send in any questions or comments they would like to

raise at the event.

Heneghan Strategic Communications, one of Ireland's leading communications consultancies, will also be running a session on PR

Insights for SMEs. Here they will be providing tips and ideas for smaller businesses on how to get media coverage for their business on a small budget and tips for engaging with media on a local and national basis.

The event will conclude with 'Pitch My Business' session - an ISME event series that has been taking place virtually for the last two years. The session allows business owners and managers to network and promote their companies. Each attendee will have two minutes to pitch their business, providing the following information:

- State your name, company and role
- What your business does
- Clients you'd like to work with?
- Your top business tip/insight?

This event is free, and everyone is welcome. Refreshments will be provided at the event.

Book now on <https://www.isme.ie/isme-regional-event-2/>.