



# NI SME BUSINESS CONFERENCE & EXPO 2023

## Programme

**DATE:** Thursday 28th September 2023

**TIME:** 8am – 2:30pm

**VENUE:** Canal Court Hotel & Spa, Newry

**8am** Registration, Breakfast, Networking & Exhibition

**9:00am** **Welcome & Overview**  
Edwina Flynn, Vice President, Newry Chamber

**9:10am** **The Current Landscape for SMEs in Northern Ireland**  
Roger Pollen, Head of External Affairs NI, FSB Northern Ireland

**9:25am** **Sponsor's Welcome**  
Cllr Valerie Harte, Chairperson, Newry, Mourne and Down District Council

**9:30am** **Sponsor's Welcome**  
Susan McKane, Senior Manager NI, British Business Bank

**9:40am** **The Power of Digital Innovation**  
Niall McKeown, CEO, Ionology

**10:00am** **Finance & The Economy (Millers)**

**UK, ROI & Global Future  
Economic Outlook**  
Alan Bridle, UK Economist, Bank of Ireland

**Artificial Intelligence for SMEs**  
Adrian Markey, Managing Director,  
Adrian Markey Chartered Accountants

**How the Re-Pricing of Money  
Changes Everything**  
Conor Devine, Founding Partner,  
Clearpath Finance

**The Local Funding Landscape**  
Susan McKane, Senior Manager NI,  
British Business Bank

**People Management & Skills (Clanrye)**

**Latest Trends in Recruitment**  
Gillian Baxter, Newry Branch Manager,  
Staffline Ireland

**Workforce Development & Skills;  
Future-Proofing Your Business**  
Sylvia Moorhead,  
Business Skills Manager,  
SRC Business Support & Innovation Centre

**Developing Your Future Talent**  
Aideen O'Neill, Principal Consultant, OD,  
Think People Consulting

**Panel Q&A**  
Chair: Edwina Flynn, Wood Innovations

**11:00am** Tea, Coffee, Exhibition & Networking





# NI SME BUSINESS CONFERENCE & EXPO 2023

**11:30am**

## Sales & Marketing (Millers)

The Power of Customer Feedback  
to your Business

Emma Harte, CEO, Customer Perceptions

Levelling Up your Digital Strategy &  
Embracing Future Trends

Anne McKenna, Co-Founder, Real Time Digital

Visual Storytelling: Using Professional  
Imagery to Elevate Your Brand

Colum Lynch, Owner,  
Colum Lynch Photography

Panel Q&A

Chair: Deborah Loughran, King Communication

## Tourism as an Economic Driver (Clanrye)

Uniting to Maximise Social &  
Economic Benefits via Tourism in  
Mourne Mountains & Ring of Gullion

Orla Hayes, Marketing Manager,  
Canal Court Hotel & Spa & Carrickdale Hotel

Driving Tourism in Mid Ulster Through  
Collaboration – Loughinsholin Cluster  
Going from Strength to Strength

Lara Goodall & Dermot Friel,  
Loughinsholin Tourism Cluster

Ambassador Circle – Let's Bring the  
World to Newry & Northern Ireland

Sarah Gribben,  
Acting Head of Business Tourism,  
Visit Belfast

Panel Q&A

Chair: Kieran Swail, Southern Regional College

**12:30pm**

## The Future of the High Streets (Millers)

Current Trends & Policy Priorities  
on the High Street

Glyn Roberts, Chief Executive,  
Retail NI

The Future for Hospitality

Colin Neill, Chief Executive,  
Hospitality Ulster

Re-Imagining Dundalk | A Hands on approach

Martin McElligott,  
Town Centre Commercial Manager,  
Dundalk Business Improvement District Manager

Panel Q&A

Chair: Gemma Murphy, Jack Murphy Jewellers

## Smart Business Practices (Clanrye)

How Sustainability Sparks Success  
Aveen McShane & Rachel Post,  
FPM Chartered Accountants

Why Procurement is Essential  
to your Business to Maximise Profitability  
Justin McGorman, Owner, Reveal Business

From Newry to New York.

Winning at Cybersecurity

Through Lessons from the Frontline

Tony Hughes, Director of Cyber Security,  
ANSEC IA, an Outsource Group Company

Panel Q&A

Chair: Gary Rocks, Patterson & Rocks Solicitors

**1:30pm**

Lunch, Networking & Exhibition

**2:30pm**

Depart