



European Rural SME Marketing Awareness Programme

Seminar 1

Friday 14th September 09.00 – 13.00

Lagan Valley Island, Lisburn

09.00 Arrival and coffee / tea

09.15 Welcome and Programme Overview

Overview of Lisburn Rural Regeneration – Andrew Kennedy, on behalf of Lisburn Leader

The European Rural SME Marketing Awareness Programme – Richard Matchett, NITC

Individual Introductions

09.45 Best Practice in Rural Tourism

Ann Brown, CAFRE

Ann has recently traveled to Cumbria with Maria Heneghan, Rural Tourism Specialist, at Teagasc to look at examples of successful rural business ventures

10.30 Insight into running a local rural tourism business

Richard Dougan – Business Owner Lurgaboy Adventure Centre & Self Catering Cottages

Richard will provide an honest insight as a business owner about Lurgaboy from the beginning, present and long term goals, including:

- Achieving excellence,*
- Highs and lows of your running your own rural tourism business,*
- Successfully selling to corporates*

11.30 Coffee Break

11.45 Internet Marketing for Rural Businesses

Jonathan Maxwell – Managing Director – Media Mount Ltd.

- How effective is the internet in promotion and sales of rural businesses?*
- Can local companies increase sales through effective e-marketing, and do the benefits justify the costs?*
- Case studies of successful rural businesses online*
- Tips for success in website development*

12.30 Lunch and networking

Speaker profiles

Andrew Kennedy is Tourism Development Manager at Lisburn City Council.

Lisburn Leader Ltd. Is a not for profit rural development company, established to safeguard the economic, social and environmental viability of Lisburn City's rural communities.

Lisburn Leader Ltd is services by Lisburn City Council through an annual service level agreement.

Richard Matchett is a Senior Consultant Northern Ireland Trade Consultants based in Amsterdam where he has lived for the last 9 years. Prior to joining NITC Richard was responsible for Marketing and Sales for two agricultural engineering firms from the province in Europe. He has worked in the agricultural, construction and amenity maintenance sectors in Germany, Poland, the Czech Republic, Belgium, Denmark and the Netherlands. Richard has practical experience of working on beef, dairy, sheep, pig and poultry farms in Northern Ireland.

Richard is the European Rural SME Marketing Awareness programme manager

Ann Brown is an Agricultural Studies Lecturer at CAFRE.

Prior to this she worked in the Rural Enterprise Branch Specialising in Rural Tourism

Richard Dougan is the owner of Lurgaboy Adventure Centre, Armagh's leading provider of teambuilding courses and outdoor pursuits and Lurgaboy Self Catering Cottages

Lurgaboy Adventure Centre prides itself in being different; as a family run business they have a real commitment to ensuring that clients receive a high quality experience and great value for money.

Lurgaboy Adventure offers a wide range of activities and team building programmes to youth, adults, businesses and hen & stag parties. Lurgaboy Adventure is also highly experienced in the delivery of company team building and motivational programmes, and deliver courses both on and off-site.

Richard Dougan is:

- » an Everest Mountaineer and leader of 15 major expeditions on 5 continents of the world
 - » Member of the Professional Speakers Association
 - » Qualified Outdoor Pursuits Instructor
 - » Business Owner – Lurgaboy Adventure Centre
 - » Part Time Farmer – Beef
 - » Qualified College Lecturer
 - » Qualified Surveyor – Specialising in Building Conservation
 - » Duke of Edinburgh's Award (Gold Award Holder & Expedition Supervisor)
 - » Richards motto is: 'Believe in yourself, never give up and go about your day with passion drive and enthusiasm'
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Jonathan Maxwell is Managing Director of Bangor based Media Mount Ltd.

Jonathan Maxwell is the sole proprietor of media mount, a web design and IT training company, and also owns and operates the successful golfing webstore PremiershipGolf.co.uk.

Jonathan has provided seminars and mentoring at the College of Agriculture, Food and Rural Enterprise (CAFRE) where he helped to enable local farmers to take advantage of the benefits of the Internet and IT, assisting them to diversify into untapped markets both offline and online. He has also provided numerous IT training seminars to Higher Education Colleges, Enterprise Agencies and Government departments including DARD as well as over 300 small businesses throughout United Kingdom and Ireland.

Jonathan Maxwell is also the external moderator for Open College Network Northern Ireland (OCN NI)
