



PRESS RELEASE

Friday, March 14th 2010

FINGAL'S NEW BUSINESS MANAGER GETS EVERYONE REFFERING AS A KEY MARKETING TOOL IN DIFFICULT TIMES

Caitlín O'Connor has been appointed as the new Fingal Business Network Manager by Fingal County Enterprise Board.

On her appointment Caitlín said "I am delighted to bring my expertise of networking, personal marketing and training to Fingal and to ensure that members of the network are deploying effective networking techniques that make a measurable impact on their business".

Hosted at Grand Hotel in Malahide on 1st April, the meeting will be facilitated by Caitlín O'Connor, the newly appointed business network manager. The theme of the evening is "Increase your revenue and implement a referral networking strategy".

Networking is personal marketing and a science and therefore can be learned. In more difficult economic times it is a low cost opportunity to grow businesses once deployed effectively..

The event on 1st April gets underway at 7pm, with multiple opportunities for networking after the seminar.

Further information about the Fingal Business Network is available by contacting Caitlín O'Connor at fbn@fingalceb.ie or by telephoning (01) 8900800.

Annual membership of the network costs €100.

Profile on Caitlín O'Connor, Fingal Business Network Manager

Caitlín is the newly appointed Fingal Business Network Manager having previously founded, facilitated and managed Network and Residence Business Club. With extensive marketing expertise allied with general management, Caitlín has held several senior positions across telecommunications, aviation and software industries. In 2005, Caitlín founded Accelerating Performance which focuses on growth through forward thinking

Accelerating Performance are specialists in networking facilitation and training allied with emotional intelligence and personal effectiveness. Accelerating Performance also provides in-house advice to companies on their customer acquisition strategies.

Caitlín has recently produced a CD Rom on learning to be an effective networker called Engage – Lead Generation through networking. This resource is the first of its type in the Irish market.

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For all media queries, please contact:
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