

All-Ireland Business Summit



Playing to win at the All-Ireland Business Summit

BY GRAHAM CLIFFORD

For so many of us, it's the ultimate field of dreams. Where Ireland's greatest reach for the stars and bid for glory. And last Thursday the dreams of many were progressed to the 'reality' phase at Croke Park as the fourth annual All-Ireland Business Summit, powered by Audi, brought together some of the country's leading business names to help delegates kick on to the next level.

Representing a diverse sectoral spread, the likes of successful hotelier and former All-Ireland winning manager Brian McEniff and Supermacs founder Pat McDonagh, shared their experiences with attendees from across the country and beyond.

Dragons' Den investor and leadership coach Gavin Duffy offered a dynamic perspective, while A Lust for Life's co-founder Niall Breslin and mentalist and magician Keith Barry added star quality to this intrinsic event in the Irish business calendar.

Chanelle, Lady McCoy, co-founder of Chanelle Medical, was also there and spoke of her drive to achieve across a number of industries, from pharmaceuticals to fashion and broadcasting.

For the Summit co-founders and programme directors, Elaine Carroll and Kapil Khanna, this year's event was ground-breaking – building on the success of the previous

three years.

"After setting up our strategic business advisory firm at the end of the recession, we were looking for good business development opportunities to connect us with our target audience and felt there was a shortage of networking opportunities available for Irish entrepreneurs and business people, especially in light of what we'd experienced when working internationally in Asia and Australia," said Carroll.

"Then one day we both walked into Croke Park and it hit us that this would be the perfect location for a gathering which brought together the cream of Irish business from all 32 counties. We understood what business people wanted and carefully created a platform to suit those needs and requirements. In our first year we attracted 250 delegates and were delighted – but as soon as that first event ended we received calls to book for the following year... and year-by-year the interest has snowballed.

"This year we passed the four-digit threshold. It's hugely rewarding for us to see the popularity of the event move up a gear each year. It's a national event and, though held in Dublin each year, the venue is home to those from every corner of the country. Croke Park is familiar to all and the summit is a gathering of a wide tribe."

Sport, of course, runs through the event as a com-



Keith Barry pictured speaking at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park

mon theme.

"The same principles exist in sport as they do in business," Kapil Khanna told *The Sunday Business Post*. "Without astute managerial qualities a business can never raise its game. Like selecting your starting line-up for a big match, it's imperative in business that you assemble the strongest team around you too."

Winning mentality

"That vital winning formula is what's made sensational days here on the pitch at Croke Park and, through our carefully selected team of motivational speakers, we want delegates to bring that winning mentality to the boardroom too."

Those who have done just that are recognised each year in the Business All-Star programme, which identifies



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chanelle, Lady McCoy 'All-Ireland Business Champion 2018', Brian McEniff, 'All-Star Lifetime Honorary Achievement Award 2018' winner and Pat McDonagh 'All-Ireland Business Champion 2018' who received their awards having made outstanding contributions to the development of entrepreneurship in the country

those Irish companies and individuals which have distinguished themselves in the conduct of their business over the previous 12-months.

All-Stars were presented with their awards across an array of categories with Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick, chairing the judging panel.

"The applicants demonstrated an ability to innovate

quickly and had highly impressive growth outputs and plans which no-doubt reflects the resilience and optimism that are the hallmarks of Irish entrepreneurs. These applicants bring a real inspiration for what is possible in business in Ireland and provide important role models for the many aspiring entrepreneurs and existing small firms," said Dr Hynes.

The summit got off to an

early start on Thursday morning, with delegates gathering for a networking breakfast where they were able to meet the speakers, sponsors, All-Stars and judges.

The ample opportunity for networking throughout the day sets the All-Ireland Business Summit apart, in that it's tailored to meet the needs of those delegates comfortable with the art of networking, as well as those who need a little assistance.

The 'Angels & Dragons' session gave delegates the opportunity to quizz Dragons Gavin Duffy, Eamonn Quinn and Ramona Nicholas.

Inevitably the thorny issue of 'Brexit' raised its head during this year's event – both in speakers' notes and in the one-to-one networking chats. "Since Brexit we noticed an increase in queries from companies north of the border and in the UK in attending our summit, so clearly it is already having an impact in how business leaders are thinking," explained Elaine Carroll.

Exhibitors attended the summit from as far away as the US state of Pennsylvania.

Inside the walls of Ireland's most famous stadium, electricity could be felt on Thursday as hundreds of the country's business leaders, CEOs, directors and entrepreneurs sought to build their networks.

And it was fitting that three of the summit's line-up were honoured for their contribution to the Irish business story

The winners are:

All-Stars Agri Business 2018	Westway Health
All-Stars CEO/MD of the Year 2018	Marc O'Dwyer, Big Red Cloud
All-Stars Customer Business 2018	Kuehne + Nagle
All-Stars Ecommerce Business 2018	MMP Living
All-Stars Export Business 2018	MDS International
All-Stars Family Business 2018	Kerry Coaches
All-Stars Female Led Business 2018	Audrey Gaffney & Associates
All-Stars Food Business 2018	Irish Biltong
All-Stars Innovative Business 2018	Crystal Air
All-Stars Irish language In Business 2018	Eyre Square Shopping Centre
All-Stars Large Business 2018	Portwest
All-Stars Made In Ireland Business 2018	Revive Active
All-Stars Media & Communications Business 2018	Springboard PR
All-Stars Medium Business 2018	Smart Storage
All-Stars Micro Business 2018	Aviation Selection
All-Stars New Business 2018	Get The Shifts
All-Stars Small Business 2018	Dental Tech
All-Stars Technology Business 2018	Geopal
All-Stars Community Business 2018	Comfort Keepers
All-Ireland Enterprise Overall Winners 2018	Comfort Keepers

over the years. Brian McEniff was given an All-Star Lifetime Honorary Achievement Award while Chanelle, Lady McCoy and Pat McDonagh received the All-Ireland Business Champion 2018 awards. The Shevlin Twins also gave a champion dancing performance! Supported by its three pil-

lars of knowledge sharing, facilitating new business relationships and the continued improvement of business standards in Ireland, the All-Ireland Summit improves year-on-year – like so many of the great teams to have graced the hallowed turf of Croke Park.



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Gavin Duffy presented Collette Gleeson and Brendan Ferguson of Comfort Keepers, the All-Ireland Enterprise Cup 2018 (Overall Winner) of the Business All-Stars Competition 2018



Pictured L-R: Kapil Khanna, Programme Director, All-Ireland Business Summit, Elaine Carroll, Programme Director, All-Ireland Business Summit and Legendary GAA All-Star Brian McEniff at the launch of the Fourth Annual Business All-Stars Competition at the All-Ireland Business Summit powered by Audi



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson - Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick, Avril Smith, Niall Donoghue and Sandra Stapleton of Eyre Square Shopping Centre, Winners of the All-Star Irish Language in Business 2018 category and sponsor Colm O'Baoill of Foras Na Gaeilge at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick, presenting Harry Hughes of Portwest, Winners of the All-Star Large Business 2018 category and sponsor Michael Dawson of One4All at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick, Daithi O'Connor of Revive Active, Winners of the All-Star Made In Ireland 2018 category and sponsor Siobhan Kelly of NGA Human Resources at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick presenting Mark O'Dwyer, Big Red Cloud, Winners of the All-Star CEO/MD 2018 category and sponsor Peter Thomas, The Tall Group of Companies at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick presenting, Hannah Wrixon of Get the Shifts, Winners of the All-Star New Business 2018 category at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick presenting Dominick Ward of Crystal Air, Winners of the All-Star Innovative Business 2018 category and sponsor Ann Ellis of Mauve Group at the Business All-Stars Competition



Pictured at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Chairperson Dr. Briga Hynes, of the Kemmy Business School at the University of Limerick, Audrey Gaffney of Audrey Gaffney & Associates, Winners of the All-Star Female Led Business 2018 category and sponsor Siobhan O'Connor of Codex at the Business All-Stars Competition