

“Educate to Innovate: Developing and Sustaining Female Food Entrepreneurs”

A celebration of Female Food Entrepreneurs!

Monday 14th of June 2021, 10.00 – 12.30 IST (Ireland).

10.00 Welcome and Overview of the “Educate to Innovate” project

- Welcome – (GMIT, Dr Lisa Ryan & President Dr. Orla Flynn)
- Overview of the Training Guide (IO1) – (GMIT, Emma Judge)
- Overview of the Resource Platform (IO2) – (PFA, Natalia intro, Klaudia IO2)

10.30 Live panel discussions followed by Q&A - chaired by event MC Jacinta Dalton (Head of the Hotel and Catering dept., GMIT)

A. Food truck experiences from the start-up, the expert and the pivoting Female Food Entrepreneur

- Julia Hemingway - Julia's Lobster Truck, Ireland
- Suzanne Nash – Rawe, Frozen Yogurt, Ireland
- Caitlin Ruth, Caitlin Ruth Food, Ireland
- Nadia Nanni, 'Monte di Gianni' farm, Italy

B. How to building your online presence as a Female Food Entrepreneur

- Aisling Flanagan -Velvet Cloud and ARMS Marketing & Training)
- Amanda Finch - Nutrition Social, UK – Instagram Specific
- Samantha Kelly - Tweeting Goddess, Twitter & Social Media Strategist
- Imen McDonnell - Author, #TheFarmetteCookbook. Member@Foodguild

C. Agri-Food Clusters in Female Entrepreneurship

Driving innovation in rural areas, creating triple helix bridges between government, education and the societies in the Agri-Food sector.

- Clodagh Barry, The Cluster Centre - Clusters and Why Cluster?
- Linda Grant, Programme Director for the Food & Drink Wales Sustainable Scale Up Clusters.
- European Guests – Female Entrepreneurs
 - A. Siobhan McCann, Donegal (wildfuschia.ie)
 - B. Chiara Innocenti, 'Tunia' farm, Italy (chiara@tunia.it)
 - C. Leda Acquisti, 'Il Faggeto', Italy (leda.acquisti@gmail.com)

12.10 Breakout Room Discussions - Themes:

1. Financial Supports

Aim of this breakout room: is to provide the participants with information about the specific financial supports relevant to them and how they can be availed of in their sector. Participants will discuss and outline financing opportunities they have availed of, what and share experiences thus far with the group.

- A. Donna McGettigan, MET Gateway GMIT
- B. Valerie A Kelly – Local Enterprise Office, Galway

2. Mentorship for the Female Food Entrepreneurs

Aim of this breakout room: is to provide the participants with information about what mentorship provides for the mentee, the different types, the availability of mentorship in the sector and how to avail of the support. Participants will discuss and outline what they perceive mentorship to be, if they have sought mentorship and share experiences thus far with the group.

- A. Aisling Flanagan, ARMS Marketing & Velvet Cloud
- B. Maria Staunton, Innovation Hub Manager, GMIT & Coordinator of EMPOWER

3. Routes to market for the Female Food Entrepreneur

Aim of this breakout room: is to provide the participants with information about relevant routes they can utilise and use to market their brand, service/ product in their sector. Participants will discuss and outline their routes to markets, challenges they have encountered and how the pandemic fast tracked or altered their routes to market. John is a guru here so will be well able to lead this!

- A. John Carty, Galway International Hotel School, GMIT
- B. Sandra Nolan, EMPOWER Programme Manager at GMIT Innovation Hubs, and Georgeta Rata, CIPR Romania

4. Networking & Chats - No Agenda

Aim of this breakout room: is to develop conversation and knowledge sharing around the topics current and relevant to the attendees.

- A. Dr Lisa Ryan, Head of Department of Sport, Exercise and Nutrition, GMIT
- B. Jacinta Dalton, Head of Culinary Arts & Service Industries, GMIT

12.25 Final Comments and Event Online Evaluation (GMIT)

12.30 Event Closed

Eventbrite Details

Join GMIT's Dr. Lisa Ryan and Jacinta Dalton for an engaging discussion and celebration of Female Food Entrepreneurs in the Agri-Food Sector as part of the Erasmus+ Educate to Innovate Project.

About this event

This 2.5 hour event will feature 3 themed panel discussions and 4 breakout rooms where we will be imparting information to our female food entrepreneurs to ensure that they have the knowledge and digital skill set to sustain and grow their businesses. Attendees will hear from a range of contributors and key speakers who will discuss how they have pivoted and grew their food businesses during a challenging 12 months.

We will hear of the digital transformation taking place for food entrepreneurs and how technology can be leveraged to promote, grow and sustain their businesses into the future.

Our Breakout rooms will allow for virtual networking, whilst sharing knowledge and allowing for questions to be posed to the breakout room facilitator which will allow the room attendees to engage in group conversation.

This online interactive event will take place on the 14th June at 10am and promises to be an informative and enlightening event.

Our Panel discussions are:

Food truck experiences from the start-up, the expert and the pivoting FFEs,
How to build your online presence as a Female Food Entrepreneur,
Agri-Food Cluster and innovation.

Our Breakout rooms are:

- Financial Supports for Female Food Entrepreneurs,
- Mentorship for the Female Food Entrepreneur,
- Routes to market for the Female Food Entrepreneur,
- 'No Agenda', Networking & Chats

Event link: <https://www.eventbrite.ie/e/educate-to-innovate-developing-sustaining-female-food-entrepreneurs-tickets-157468020087?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm->



JUNE 14, 2021 | 10:00 IST

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FEMALE FOOD ENTREPRENEURSHIP

EDUCATE TO INNOVATE:
DEVELOPING & SUSTAINING FEMALE FOOD ENTREPRENEURS

1 FOOD TRUCK EXPERIENCES, FROM THE START-UP, THE EXPERT AND THE PIVOTING FFES

2 HOW TO BUILD YOUR ONLINE PRESENCE AS A FEMALE FOOD ENTREPRENEUR

3 AGRI-FOOD CLUSTERS IN FEMALE ENTREPRENEURSHIP

PANEL DISCUSSIONS



FOOD TRUCK EXPERIENCES

FROM THE START-UP, THE EXPERT AND THE PIVOTING FFEs



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HOW TO BUILD YOUR ONLINE PRESENCE

AS A FEMALE FOOD ENTREPRENEUR



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GALWAY-MAYO INSTITUTE OF TECHNOLOGY



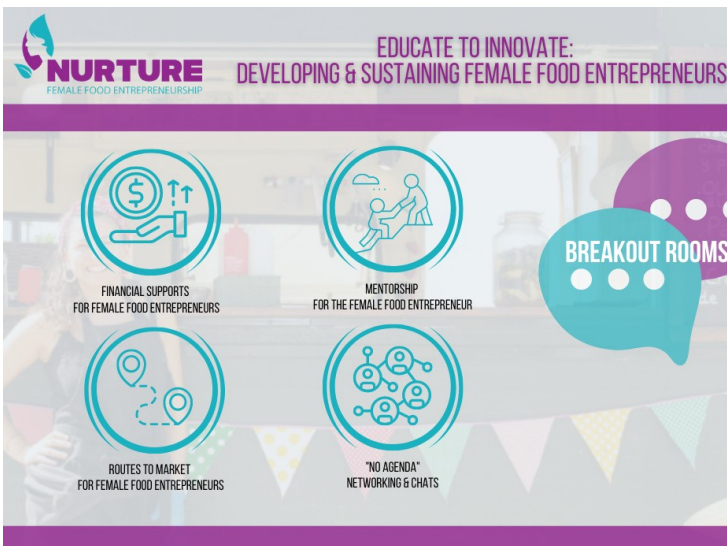
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AGRI-FOOD CLUSTERS IN FEMALE ENTREPRENEURSHIP



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