

Project: Advancing Women in Agri-Food Rural Environments (AWARE): Training and Mentoring Women Entrepreneurs in Europe's Agri Food sector (2020-1-IE01-KA202-066017)

Activity: LTTA **Venue:** Room 1041, ATU, Galway **Dates:** 24-28 October 2022

Agenda

Monday, 24 October		
Time	Activity	Location / Lecturer
10:00am	Meet at ATU Galway	Main Foyer
10:10am – 10.30am	Introduction and confirmation of the timetable and group selection for the week ahead Tea/Coffee	Room 1041 Project Team: Dr Lisa Ryan Maria McDonagh Aisling Moran
10.30am – 12.30pm	Lecture on Module 2 and 4 <i>Recognising Opportunity/Food sector specific skills</i> Presenting the Design Thinking Process Focusing on Market research, Business and Financial Modelling and Brand building and food specific requirements i.e. regulations, food labelling etc.	Room 1036 Orla Skehill
12.30pm – 1pm	Lunch	Canteen
1pm – 1.45pm	Lecture on Module 1 - <i>A Woman and a Farmer</i> . Discussion Group activity: <i>Gender Analysis</i> <i>Challenges and barriers facing women entrepreneurs in the sector</i>	Room 1041
2pm	Learners will work on developing their business in individual groups putting theory into practice.	Room 1041 Self-Directed Learning Project Team: To support as required

Tuesday, 25 October		
Time	Activity	Location
10:00am -10.15am	Recap of Day 1 with a short Q & A on any issues	Room 1041
10:15am – 11.30am	Module 4: Introduction to Food Regulation	Room 1041 Dr Lisa Ryan
11.30am – 12:00am	Tea/Coffee	Main Canteen
12:00pm – 1:00pm	Module 2/4: Connecting with your customer/customer discovery through online platforms	Room 1041 Emma Finnegan
1:00pm – 4.00 pm	Learners will complete the lean Business Model Canvas and implement the first 3 steps of the Design Thinking Process for their group business concept (Empathize, Define, and Ideate) Learners will also update the business plan template.	Room 1041 Self-Directed Learning Project Team: To support as required

Wednesday, 26 October		
Time	Activity	Location
10:00am -12:00pm	New Product Development for The Food Industry Steps, Challenges, successes, and Failure	Room 1041 Colm Foley Bia Innovator
12:00pm – 4:00pm	Explore Galway City Food Culture Group Activity	Galway City

Thursday, 27 October		
Time	Activity	Location
10:00-10:30am	Group Activity Presentations	Room 1041
10:30am – 3.00pm	Business Presentations/Business Pitching	Room 1041 Nick Allen
3.00pm – 4:00pm	Group Business Pitches to Panel	Room 1041

Friday, 28 October		
Time	Activity	Location
10:00-1:00	Attend the AWARE Project Conference “Learnings from Experts in the Field”	Room 0994

Please note that this is a provisional agenda and may be subject to change.