# Meeting of the National Enterprise Hub Contact Group

## 17 September 2024, 9.30am

## Attendees

**In person:**

| Name | Agency |
|---|---|
| Conor O'Donovan, | Enterprise Ireland |
| Ciara Roca. | Enterprise Ireland |
| Helen Burke, | IDA |
| Eoin Fahey, | Department of Finance |
| Des McCarty, | Microfinance Ireland |
| Sean Carabini, | Revenue |
| Claudia Saumell, | Bord Bia |
| Elizabeth Finnegan, | Bord Bia |
| Amanda Horan, | Failte Ireland |

**Online:**

| | |
|---|---|
| Gareth Makim, | Department of Rural and Community Development |
| Michelle Guthrie, | Skillnet Ireland |
| Fiona Collier, | Strategic Banking Corporation of Ireland |
| Sinead Ni Fhatharta, | Údarás na Gaeltachta |
| Jane Connolly, | Microfinance |
| Darren O'Reilly, | Enterprise Ireland |
| Brain Smith, | Enterprise Ireland |
| Darren O'Reilly, | Enterprise Ireland |
| Brian Smith, | Enterprise Ireland |

**Secretariat:** Department of Enterprise, Trade and Employment
Ross Church
Ashley Long
Hazel Carroll
Cecile Lhullier

## Note of meeting

Ross Church opened the meeting with a tour de table of attendees, he then opened the floor to any feedback on the current website and the information gathering process. The group

gave positive feedback thus far and noted they would be interested in further data on referrals when it becomes available after further time.

A couple of low-level issues were flagged by some attendees, the NEH team have agreed to follow up directly in an effort to resolve these.

Ciara Roca (EI) then gave a presentation on the current stats and future growth of the NEH website noting the top query received was "how to become more sustainable". Brian Smith (EI) gave a rundown on the upcoming changes and updates on the website. Darren O'Reilly (EI) followed up with a presentation on the marketing campaign which will be increasing to TV, radio, social media ads and the NEH's attendance at the National Ploughing Championships.

## Actions arising

- Agencies and Departments to consider what campaigns or promotions they may have for the first six months of 2025
- NEH team to consider best approach to campaign space on the home page
- NEH team to share full data set that has been collated to date
- DETE to set a final meeting date for 2024