

**INVITATION**  
**IBEC-CBI JOINT BUSINESS COUNCIL EDUCATION FOR ENTERPRISE PLENARY**  
**THURSDAY 20 OCTOBER 2011**  
**IBM TECHNOLOGY CAMPUS, MULHUDDART, DUBLIN 15**

You are cordially invited to join us at the IBM Technology Campus, Mulhuddart, Dublin 15 on the occasion of the IBEC-CBI Joint Business Council Education for Enterprise Forum which takes place on Thursday 20 October 2011.

Our objective in arranging this event is to provide a forum for engagement between the business and education sectors to consider questions relating to the future of enterprise education on the island of Ireland.

JBC are addressing these key questions at a critical juncture in the evolution of the economies North and South and in the context of a very challenging fiscal climate. Increasingly, we see a recognition that enhanced entrepreneurial capacity is a prerequisite – along with structural reforms – for delivery of an economic model that is more flexible, dynamic and attuned to market needs.

**09.30 REGISTRATION**

**10.00 SESSION 1: THE ROLE OF ENTERPRISE IN EDUCATION**

This session will involve inputs from policymakers, business and the enterprise agencies on the contribution of enterprise education to the economy.

10.00 Julie O'Neill, IBEC President

10.10 Anne Fitzsimons, Global Technology Services Director, IBM

10.25 Tracy Meharg, MD of Innovation and Capability Development, Invest NI

**11.00 SESSION 2: ENTERPRISE EDUCATION ON THE ISLAND OF IRELAND**

This session will identify key learnings from enterprise initiatives north and south and provide perspectives from the third level sector.

Hugh Crossey, Chairman IBEC-CBI Joint Business Council

Speaker panel: **Paula O'Dwyer**, IBEC-CBI Joint Business Council Projects Manager;  
**Frank Hennessey**, Head of Business Studies, St. Mary's University College Belfast and  
**Caroline McHale**, National Coordinator, Leaving Certificate Vocational Programme

## **12.00 SESSION 3: INTERNATIONAL PERSPECTIVES: RELEVANT EUROPEAN AND EU FUNDED INITIATIVES**

This session will highlight examples of best international practice which can assist policymakers on the island of Ireland in the delivery of enterprise education.

Reg McCabe, Chief Executive, IBEC-CBI Joint Business Council

Speaker panel: **Prof David Gibson**, Senior Teaching Fellow, Queen's University Belfast; **Prof Janna Seikkula-Leino**, Professor of Entrepreneurship, University of Turku/Lappeenranta University of Technology, Finland and **Liisa Tenhunen Ruotsalainen**, Director, Economic Information Office, Finland

## **12.50 SUMMIT CONCLUSIONS**

Reg McCabe, Chief Executive, IBEC-CBI Joint Business Council

## **13.00 LUNCH**

## **14.00 TECHNOLOGY WORKSHOPS (OPTIONAL)**

### **1. Helping Educate Ireland's Entrepreneurs through the IBM Global Entrepreneur Program (GEP).**

IBM's Global Entrepreneur Program emerged from the IBM SmartCamp events for technology startups. The SmartCamp events were invented in Dublin to be a meeting point between IBM and young, Smarter Planet friendly technology companies. They are now run in multiple cities globally all year round. Given the significant numbers of new partners we are finding, a strong partner program specifically designed for early stage startups was needed. GEP was the result. This module is presented by Noel Crawford, IBM Innovation Centre Manager and one of the founders of SmartCamp.

### **2. Business Analytics - making better business decisions.**

Information is only getting more complex. In addition to its sheer volume, its velocity is accelerating, the variety of its forms are burgeoning, and it is approaching quantum levels of granularity. A substantial portion of enterprises worldwide understand the challenge posed by this extreme information environment. More importantly, some are seizing the opportunity to use advanced information analytics, previously the domain of academic research, for business advantage. These leaders are no longer relying on intuition to fill information gaps. Instead they are combining the new analytics techniques with expertise in business process management to make decisions in an entirely different way. Come and meet Cenk Kuzucu, leader of the Business Analytics and Optimisation (BAO) Service Line in IBM Global Business Services in Dublin Office. Cenk will provide a Point of View on BAO and take you through IBM's approach on how to embed analytics into the core of business operations.

### **3. What is Cloud?**

IBM has been to the forefront of Cloud technology development and deployment. While the benefits of deploying Cloud technology are enormous, Cloud itself is often not well understood. Come and meet Wayne Leone, leader of the IBM Cloud Centre of Excellence team based on IBM's Damastown Campus. Wayne will demystify Cloud and you will gain a thorough high level understanding of the IBM approach to the technology from one of its leading exponents.

To reserve your place at the JBC Education for Enterprise Plenary, please email your name and affiliation to **Aleksandra Kobajlo, IBEC Dublin**, e-mail [Aleksandra.Kobajlo@ibec.ie](mailto:Aleksandra.Kobajlo@ibec.ie) or tel **+353 1 6051586**.

All reservations will be acknowledged and final confirmation including the detailed programme and accommodation options will be circulated by email.

Full information on JBC and its work programme are available on our website at <http://www.jointbusinesscouncil.com>

**The JBC Education for Enterprise Plenary is sponsored by IBM.**