



STAYING AHEAD OF THE PACK

Young Professionals Conference 2011

SPEAKERS:

Gavin Duffy, Star of RTÉ's Dragons' Den, Businessman and Media Trainer

Denis Hickie, former Irish rugby International and Renewable Power Specialist

Nicola Byrne, Entrepreneur and Founder of 11890

Eoin O'Shea, ACA, European Court of Auditors Irish Representative

Úna McDevitt, FCA, Training & Development Consultant

Friday 15th April 2011, 8.30am-5.30pm

CPD 7hrs

Training Tickets Accepted



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HAYS

Recruiting experts
in Accountancy & Finance



Chartered
Accountants Ireland
Young Professionals

STAYING AHEAD OF THE PACK

"Very good work by the Young Professionals Committee to get such quality speakers"

"Great day! All speakers were really good!"



Passion, pride and professionalism are qualities displayed by young Chartered Accountants in their roles on a weekly basis. It is appropriate then that we are here in the home of professional rugby and football, where these qualities are also regularly played out by both individuals and teams excelling at the top of their game. The 2011 Young Professionals conference has been designed to empower younger members with a skill set to 'Stay ahead of the Pack'.

Our incoming President John Hannaway's FCA address will set the day in motion. Dragons' Den and media trainer Gavin Duffy will facilitate the first interactive morning session and will present a lively and interactive session of 'Working a Room' as well as a motivational piece on the important role young Chartered Accountants will play in rebuilding the Irish economy. Una McDevitt FCA will present on Time and Stress Management. The afternoon session will focus on individuals and their expert insight and experiences in broadening their horizons, identifying goals, overcoming difficulties and achieving results. Eoin O'Shea ACA, European Court of Auditors Irish Representative, will discuss 'Widening Your Perspectives'. Nicola Byrne, entrepreneur and business speaker will discuss her experiences in bringing a low cost, but highly customer service orientated directory enquiries alternative to fruition in the face of stiff competition. Former Irish international turned renewable energy specialist Denis Hickie will discuss the professional sports mentality, discipline, work ethic, overcoming set-backs, achieving results and how these skills translate into the business world.

The conference is great value for 7 hours CPD and represents a wonderful opportunity to network. Last year's conference received excellent feedback and some examples of this feedback are published throughout the brochure. We hope that 2011 is going to be even better!

We expect the conference to be the highlight of our year and look forward to seeing you on the 15th April.

Yours sincerely
Shane McAleer ACA
Chairman, Young Professionals Committee



PROGRAMME

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|----------------|--|
| 8.30am | Registration, tea, coffee and pastries |
| 9.00am | Incoming President John Hannaway FCA, Partner PwC Shane McAleer - Chairman |
| 9.30am | How to Work a Room & The Role of Young Professionals in the new Ireland - Gavin Duffy |
| 11.00am | Refreshment break |
| 11.30am | Time and Stress Management, Úna McDevitt |
| 1.00pm | Lunch |
| 2.00pm | Widening Your Perspectives, Eoin O'Shea ACA |
| 3.00pm | Refreshment break |
| 3.30pm | The Customer is King an Entrepreneurs Story - Nicola Byrne, founder 11890 |
| 4.30pm | Professionalism in Sport & Business, Denis Hickie |
| 5.30pm | Reception and entertainment |
| 7.30pm | Formalities over and informalities begin |

Guided Tours of the Aviva are available including access to team dressing rooms and unmissable views of Dublin city. Please indicate on the reverse booking form your preferred time. Booking is essential as places are limited and will be allocated on a first come first served basis.

The Young Professionals Committee is active with events throughout the year. Notably we have two very worthy charity events; the joint Charity Table Quiz with the Society of Young Solicitors each February and the bi-annual Fire and Glass walk which takes place again in October this year. Both events are very successful and we are delighted to assist the great charity work that is being done by so many volunteers in our society. We started 2011 with a fantastic life coaching session with Gay White and a stark look at our goals and how to achieve them. This was a very popular event and it was great to see so many new faces. We provided a Career Evening for FAE students in February. Michael McAteer, Insolvency and Restructuring Partner, Grant Thornton kicked off our Business Leader event series last October and impressed all present. In September we had a jam packed joint event with the SYS Society on 'Forensic Accounting'. Notice of our events is listed in the weekly edition of 'eNews'. We are always interested in your feedback and suggestions which can be mailed to young.professionals@charteredaccountants.ie



"More of the same next year please"

"Very well organised and relevant conference, well done!"

ABOUT THE SPEAKERS



John Hannaway FCA joined a legacy firm of PricewaterhouseCoopers (Coopers & Lybrand) in 1979 after graduating from Queen's University, Belfast with a degree in Economics. He qualified as a Chartered Accountant in 1982 and was appointed an Assurance partner six years later. John specialises in providing a broad range of strategic advice to entrepreneurial and family owned businesses and leads PwC's services in this sector in Northern Ireland. Whilst John's primary discipline is Assurance, he has commented on and presented on a variety of sector topics including taxation. Indeed, John likes to describe himself as a "specialist general practitioner"!



Gavin Duffy is one of the celebrity investors on RTÉ's *Dragons' Den*, now appearing in Series 3. A regular columnist on business and the economy for the Sunday Independent, he also appears on TV3's *The Apprentice* as 'the interviewer from hell', helping Bill Cullen put the candidates through their paces. He is in demand as an after dinner speaker, and also as a knowledgeable and entertaining chairperson of conferences and forums.

Gavin's career in the media started in the 80s, working on RTÉ's flagship radio programme, *Morning Ireland*. He was the first presenter of the RTÉ TV business programme, *Marketplace*, and also presented *Telethon* with Gay Byrne and *Holiday Ireland* with Kathleen Watkins. He left RTÉ to set up local radio station, LMFM, and then in the 90s set up a management and communications consultancy, *mediatraining.ie*, which services Ireland's top indigenous and multinational corporations. He has trained the top names in Irish business in dealing with all aspects of communications and media, presentation skills, team account pitching and meeting skills.



Denis Hickie B.Comm is Development and Relationship Manager for Mainstream Renewable Power, an Irish global renewable energy company. Denis is also a Director of Show Racism the Red Card, Ireland, an anti-racism organisation that promotes cultural integration and education in Irish society through sport; in addition he is an ambassador for Self-Help Africa, an Irish NGO. Denis is a former Irish international rugby player with 62 caps and 29 tries for Ireland. He was selected for the Lions Tour to New Zealand 2005 and has had over 130 appearances for Leinster.



Nicola Byrne- Entrepreneur and Business Speaker

Nicola is one of Ireland's best known female entrepreneurs and has won the public's respect through her candid and down to earth approach to business and government issues. Nicola established 11890 in 2006, the third entrant into the directory enquiries market. 11890 have had an immediate impact capturing a 20% market share providing consumers with a more cost effective alternative. Since its launch 11890 has occupied the position of the little guy with the big heart in the Directory Enquiries Market. The company has never shied away from delivering its message on price and on customer service. A graduate of the Marketing Institute of Ireland, Nicola previously specialised in outdoor advertising and marketing. Nicola never planned on entering the telecoms industry. However, on a family holiday in the UK she discovered that Ireland was the only county

were there were just two main players and she realised there was a gap in the market. Key to this has been the ability to set up and run a low cost business model which is crucial for a start-up in a competitive market whilst at the same time balancing this approach with an insistence on over-delivering for customer service. Nicola is also a board member of the Irish US Council and a European Ambassador for Entrepreneurship.



Eoin O'Shea ACA was appointed Ireland's Member of the European Court of Auditors last year. His role, together with his colleagues from the other member states, is to examine how the EU raises and spends an annual budget of EUR 125 billion. The youngest member ever appointed to the Court, Eoin became a chartered accountant in 2001 and is also a barrister-at-law. He was Chairman of marketing agency, Ground 4D (2000-2010) and CEO of the Institute of Directors (2006-08). Eoin served on the Council of the Institute of Chartered Accountants in Ireland from 2005 to 2008. Eoin will speak about career change and the importance of continuous learning as well as Europe's view of Ireland in 2011.



Úna McDevitt B.Comm FCA MScOB started her own Training & Development consultancy in 2002 following years of accountancy experience in practice and in private industry. Her move into the world of training in 1998, while working with a large member-based national organisation, gave her a new direction and, after four years learning and developing in that area, she branched out on her own. The combination of her financial training and her soft-skills experience and qualification has led to her being involved in developing and designing training programmes that bring about changes in behaviour and enhance performance.

“Excellent day!”

“Speakers and topics have been very good the last two years, so keep it up.”

Venue: AVIVA Stadium, Lansdowne Road, Dublin 4
Date: 15th April 2011
Time: Registration from 8.00am. Conference 9.00am(sharp) – 5.30pm.
Reception with finger food and entertainment, 5.30pm – 7.30pm.
Dress Code: Strictly casual
Parking: 120 Parking Spaces
CPD Credits: 7hrs - Training Tickets Accepted
Price: €195/£167 per person, includes conference, lunch and reception.
Early bird discount €175/£148 for bookings paid in full, on or before 1st April 2011

I wish to reserve _____ place(s) at the Young Professionals Conference 2011 in the name(s) of:

_____/_____
_____/_____
_____/_____

The booking is in my name: _____

Tel: _____ Fax: _____ E-mail: _____

Business name/address: _____

Purchase Order Number: _____

By cheque, made payable to ‘Chartered Accountants Ireland’

My cheque for the amount of € _____ is enclosed

Or by credit card Visa Mastercard American Express Laser

Please complete the Debit/Credit Card details below

Name on Card: _____

Card No:

Security(CVC) No:

Expiry Date: ____/____/____ Signature _____

TOURS OF AVIVA STADIUM

Please tick if you would like to take a complimentary tour of the AVIVA Stadium

8.15am

1.00pm

5.30pm

For payment identification purposes, please send this form with your payment or quote payment reference: YPCON11
Alternatively, you may book online at www.charteredaccountants.ie/ypconference11

Please return this registration form by Friday, 8th April 2011, together with full payment. No refunds will be issued for cancellations received after that date. **CPD training tickets will be accepted for this event.**

Data Protection: Your personal information will be processed in accordance with the Data Protection Acts 1988 and 2003. This information will be used for the purposes of: Processing your booking form and compiling a delegate list for delegates and sponsors (limited to delegate name and company/firm identity). If you do not wish to be included in the delegate list, please tick the box

Return this form to:

Young Professionals Conference, c/o Members Services,
Chartered Accountants Ireland, Chartered Accountants House, 47-49 Pearse Street, Dublin 2.

Email a scanned copy of your booking form to: young.professionals@charteredaccountants.ie For enquiries please call Tel: (01) 637 7356

