



# ROADSHOW PROVES A HIT AS JOB OFFERS ARE SENT TO HOPEFULS



Brand gurus . . . Bernadette with Virgin boss Richard

## Business owners offered Branson insight & advice

By MICHAEL DOYLE

A SINGLE mum has vowed to show budding entrepreneurs how to get the best out of their business and their home life.

Marketing specialist Bernadette Doyle is the founder of Client Magnets, giving professional and personal advice to companies.

And she's planning a three-day seminar in Dublin to talk about the strategies and business insights she shared with Virgin boss Richard Branson.

Bernadette said: "For people running a service-based business this can be a particularly challenging time.

"With low brand loyalty and ever increasing demands on time, people are spreading themselves too thinly, which in turn wastes valuable gifts and talent.

"The easy option is to bury your head in the sand and convince yourself everything is fine and the lead you spoke to last month will finally bear fruit.

"Or several proposals out to pitch will all be agreed and the money will come rolling in.

"But relying on hope as a foundation for ultimate business and personal success is a non-starter."

Mother-of-two Bernadette, whose event will happen at the Crowne Plaza Hotel at Dublin Airport from January 13-15, says she will show participants how to double their profits within 12 months and get the personal and family life they always wanted.

"If there was a guaranteed way for entrepreneurs to get the life and business of their dreams I imagine people would be queuing up to find out about it.

"But that's more or less exactly what we offer at Client Magnets and I have a proven track record to back up my claims.

The multi-million euro businesswoman has identified three main areas which she will tackle during seminars and workshops.

She added: "The areas I

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address are life, profit and contribution. The people we attract are from varied backgrounds and sectors

"But they're mostly small to medium sized business owners and self-employed consultants who are shown how to build their business around their lives - not the other way about.

"They could be accountants, therapists, coaches, interior designers, solicitors, wedding planners, consultants or trainers - really, anyone at the forefront of a service-based business.

"I was part of a Mastermind Group of entrepreneurs who got together with Richard Branson in the beautiful setting of his private island in the British Virgin Islands.

"We each shared our stories and learned so much from one another, tactics and strategies I have used to great effect in my own business."

FOR further information on Bernadette Doyle's three day event log on to Clientmagnets.com/lifecontributionprofit, or call 048 9037 0371 or email info@clientmagnets.com

Good news . . . Francis Cummins, from Delta Digital, who have already handed out job offers



# This is good news for us... and for those trying to get back to work

By MICHAEL DOYLE  
Consumer Correspondent

## THE Irish Sun Get Ireland Working campaign has already successfully found jobs for some of the country's unemployed.

Job offers have gone out to a number of people who attended our roadshows since they kicked off two weeks ago.

Sales company Delta Digital have confirmed they have already sent out three job offers to people they met at our first event in Waterford.

They have also conducted a number of other interviews and expect to deliver more good news to jobseekers on the verge of re-joining the workforce thanks to the Irish Sun.

Client Services Director Francis Cummins said: "Three lads we interviewed this week who were at the Waterford roadshow have been sent them all filled by the end of the Irish Sun Get Ireland Working roadshow series, which was at the Meyrick Hotel in Galway City yesterday.

"We are interviewing 12 people in Tullamore today and next Tuesday we have 13 interviews lined up in Limerick, we might even have to do two days of interviews there.

"In Galway today we've lined up 10 so it's looking good for us and for some people trying to find work."

Delta Digital have 50 field sales jobs available for people and hope to have

Job . . . John Hedderman



Advice . . . Padraig O'Conaill explains JobBridge scheme in Galway



Attendees . . . audience listening to speakers in Limerick



Information . . . jobs application & CV help available at the roadshows

Successful candidates can expect salaries ranging from €27,000 to €50,000 including commission.

CPM Ireland, who could have up to 150 sales and tactical roles for people in the coming months, are also busy recruiting people they met

at our roadshows. Head of recruitment Katie Pilgrim said: "Limerick and Galway have been very good - in terms of meeting people and lining up interviews.

"We have a number of roles in the coming months which we will need people for and a lot of these jobs are online, as well as the ones we have available through the Irish Sun.

"If we can hire 15 people we meet on these roadshows we will be very satisfied."

In Limerick last week one former Dell worker was handed a job on the spot by the Irish Sun consumer columnist, Ben Dunne.

Audience member John Hedderman, 55, who was one of 1,900 laid off when the computer plant closed in January 2009, attended the Get Ireland Working roadshow in Limerick City.

After listening to presentations, he stood up and said: "I will work night shifts or day shifts, on minimum wage, anything just to get off social welfare."

"I just have one question for the panel - can you find me a job?"

After receiving a round of applause, Ben Dunne immediately told Mr Hedderman he would give him work in Dublin.

The Irish Sun consumer writer

found him at the end of the event and after exchanging details, he vowed find work for him. Mr Hedderman told the Irish Sun: "It's hard for a man of my age, who might never have been trained in computers or the like.

"I came out and asked as that was the mood I was in at the time, being unemployed can make you angry.

"I worked at Dell for over 10 years, in manufacturing and as a forklift driver, and it was heartbreaking when it closed. But I'll work for the minimum wage - I just don't want to be on social welfare anymore.

Deputy Mayor Diarmuid Scully also urged the people of Limerick to take advantage of the opportunities.

He said: "There are so many positives to Limerick but the one unwanted tag we have is the highest unemployment rate in the country. There is plenty of support out there and no one should be ashamed to look for help if you need it."

CV tips were provided last week by Mairead Fleming, from Brightwater Recruitment and TV3's the Apprentice, while the Department of Social Protection's Padraig O'Conaill detailed the JobsBridge internship program.

The Irish Sun Get Ireland Working roadshow is in the Sligo Southern Hotel today, featuring guest speaker and Minister for State, John Perry, before arriving in the Davenport Hotel in Dublin on Thursday with Dragons' Den star Gavin Duffy.



Roles . . . Katie

## 100 roles securely in the bank

THE owner of Japan's second largest bank is creating up to 100 new software jobs in Ireland.

The roles are being created by a subsidiary of Sumitomo Mitsui Financial Group.

The company is looking for workers with skills in Java software development and testing, network support, data centre support, testing and helpdesk.

JRI America, a subsidiary of Japanese financial services company Japan Research Institute, which is the specialist IT subsidiary of SMFG is creating the jobs as part of its plans to establish a software development operation in the Kerry Technology Park in Tralee, Co Kerry.

Recruitment has started for the highly-skilled roles, which will be available over the next five years.

The Tralee operation will support the company's IT operations in the UK, US and Dubai.

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## 75 analysis jobs Dun & dusted

A BUSINESS information company is to add 75 jobs to its Irish operation, bringing its total number of employees in Ireland to 225.

Dun & Bradstreet are expanding in researchers, software developers, analysts and support staff and will be based at the company's base in Sandford, Dublin.

The 170-year-old US company, which performs credit risk and other forms of analysis on over 200 million businesses worldwide, started recruiting in Ireland last year.

D&B chief executive Sara Mathew said she was "extremely pleased" with the success of the Irish operation in its first year.

Taoiseach Enda Kenny, who met Ms Mathew last week, said in a statement the company's decision to ramp up its recruitment was "a strong endorsement" of Ireland's reputation as a location for the business information sector.

Hot Steamy Italian with traditional tastes seeks experienced chef for late nights, long weekends, maybe more.

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