

# We are delighted to share our third Creative Entrepreneurs Online (CEO) e-newsletter



## Keep in touch

Visit our website for more project news and info  
[www.ceo-project.eu](http://www.ceo-project.eu)

Follow us on **Facebook**  
or join our **CEO LinkedIn Group**



## Who is involved?

**Creative Entrepreneurs Online** is delivered by five organisations from Poland, UK and Ireland. They include Poland's largest chamber of commerce, a statutory enterprise centre, a non-profit entrepreneurship association and two specialist curricula and training content providers, who all share a commitment to excellence in teaching and training for creative sector entrepreneurs.



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The Irish partners Momentum [www.momentumconsulting.ie](http://www.momentumconsulting.ie) are based in Co. Leitrim



This programme has been funded with support from the European Commission



# A reminder... What is CEO?



**CEO** is an Erasmus+ funded project to support the establishment of sustainable, cross-sector collaborative relationships between VET providers, HEIs, and wider stakeholders via the creation of 3 Regional Alliances in Ireland, Poland and Northern Ireland.

## Education

Our **FREE** course “Be a CEO” will offer an intensive blended learning experience to help creative entrepreneurs to set up online and sell in 30 days. This course will be available on our website in April 2017.

## Partnership

Contribute to the establishment and participation in a Creative Entrepreneurship Alliance. We will develop a toolkit to assist and train regional stakeholders to re-create this Creative Entrepreneurship Regional Alliance in their own regions. This toolkit will comprise a programme of learning actions and guidance.

**Our project website is live and will explain in more detail all that we are working to achieve.**

**Check it out: [www.ceo-project.eu](http://www.ceo-project.eu)**



## THE BENEFITS FOR YOU AS A CREATIVE ENTREPRENEUR

By participating in the **CEO course** you will be able to set up online and actively selling your products and services within 30 days. You will benefit from:

- ✓ Accessible, practical professional training and support available on an on-demand basis (online, mobile, tablet) or via a classroom course.
- ✓ Increased understanding of new emerging business models centred on digital communication technologies.
- ✓ Practical knowledge of how to engage in social media and live-time marketing
- ✓ Learning how to commercialise products and services in online marketplaces and outsourcing communities
- ✓ The ability to raise funding through crowd sourcing; how to engage in virtual networking and much more
- ✓ Improved awareness of your role as part of a growing community of creative entrepreneurs and understanding the potential for collective action.

## CEO Regional Alliance Ireland

As we outlined in our last ezine, the establishment of the Irish CEO Alliance was well underway in the North West of Ireland. In this issue, we celebrate some of its successes and work so far.

## CEO Multiplier Event – Jan 2017

Many thanks to those of you who attended our CEO - Creative Entrepreneurs Online launch event on the 31st January 2017. We hope you enjoyed our speakers and workshops focuses on the themes of selling online.

### CEO Event Invite which was issued by email and social media



**JOIN US TO EXPLORE THE IMMENSE POTENTIAL OF POTENTIAL OF SELLING ONLINE**  
**IT'S TIME TO TAKE YOUR BUSINESS ONLINE!**

**CEO**  
CREATIVE ENTREPRENEURS ONLINE

Hear from award winning Creative Entrepreneur **Anke Morgenroth of Bear Essentials** who has grown her online sales to 30% of her turnover! Anke will share what has worked for her.

**LAUNCH OF OUR CREATIVE ENTREPRENEURS ONLINE TOOLKIT**

**WHEN:** Tuesday 31st January  
**WHERE:** The Ignite Creative Pod, Ballaghaderreen  
**TIME:** 3.30 pm (afternoon tea will be served)

**DID YOU KNOW?**

- Only 9% of Irish SMEs are selling online currently
- Meanwhile over 90% of the adult population in Ireland shops online
- As much as €700,000 is spent every hour online by consumers in Ireland, most of it going to retailers abroad.

Join us in Ballaghaderreen for the launch our **Creative Entrepreneurs Online Toolkit** and enjoy a free workshop to help you start successfully selling online. Learn about:

- Online Marketplaces for Creatives
- Monetising your Knowledge and Selling your Skills
- Ecommerce Pricing to get Paid
- Marketing - Key to Successfully Selling Online
- The Small Print - Need to know legal info

**WHO WE ARE**

Momentum are part of an EU Erasmus + project working to:

- train creative businesses and help them to set up an online presence in 30 days
- uncover new business models suitable for creative businesses based on digital communication & ecommerce
- help Creative Entrepreneurs determine the best online marketplaces for them based on their target market & product/services offering

**RSVP** Grace @ Momentum email [grace@momentumconsulting.com](mailto:grace@momentumconsulting.com). Call 071 9623500 for more information

This event is an Erasmus+ Strategic Partnership Event for the Creative Entrepreneurs Online project

This project has been funded with support from the European Commission

[www.ceo-project.eu](http://www.ceo-project.eu)

## Recap of our Event

On the 31st January at the Ignite Creative Pod in Ballaghaderreen, we launched the CEO Regional Alliance Toolkit, introduced the other project deliverables and with the help of our guest speakers delivered three workshops with a focus on online selling.

We hope those of you who attended enjoyed the day and found it useful. We certainly learned a lot and look forward to sharing that learning with our Erasmus+ project partners.

There was a lot to take in, which is why in the section which follows you will find links to videos of the speakers presentations as well as copies of the event presentations for you to download.

For those of you who were unable to attend, we hope you will be able to take some learning for the materials which follow and as always, we are very happy to answer your questions.

# CEO

## Irish Multipler Event – Learning from the day



[View CEO Event Presentation - Project Intro & Toolkit Launch](#)

### Anke Morgenroth



Click thumbnail to watch

Our thanks to Anke for sharing her story of growing her online sales to 30% of her turnover, the challenges she met & her steps to success. [www.beaessentials.ie](http://www.beaessentials.ie)

[View Anke's Workshop](#)

### Denise Rushe



Click thumbnail to watch

Digital marketing expert, Denise who immersed in the creative sector gave a workshop on tips and tricks to grow your online sales. [www.starling.ie](http://www.starling.ie)

[View Denise's Workshop Notes](#)

### Jeremy Cullen

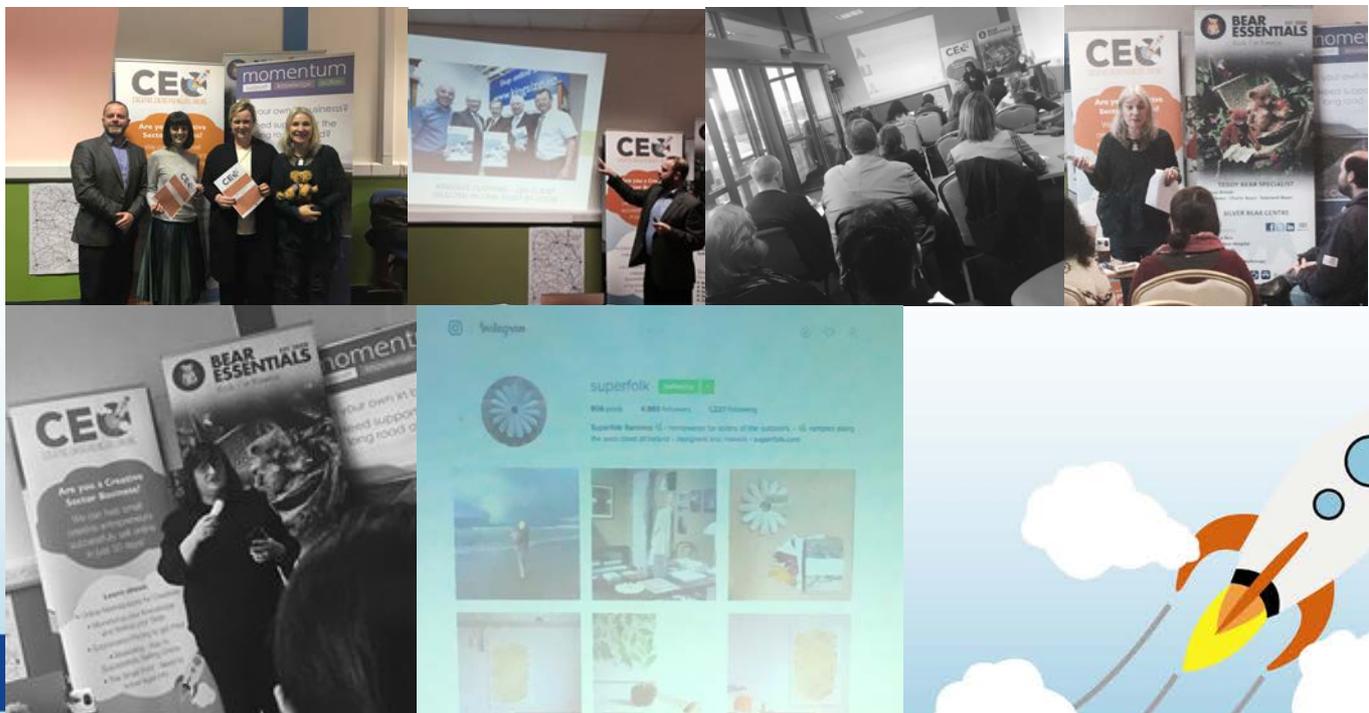


Click thumbnail to watch

Jeremy explains the Trading Online Scheme and how creative entrepreneurs can get support to set up an online shop and start advertising online. [www.localenterprise.ie](http://www.localenterprise.ie)

[View Jeremy's Presentation](#)

### Event Gallery:



## Connect with us and with each other!

We'd love for you to join our [Creative Entrepreneurs Selling Online Facebook Group](#). The aim of this group is to foster a spirit of peer to peer learning among creative entrepreneurs and offer a space to network, connect and share advice/experience with regard to setting up an online shop and selling online. We'd already got some great conversations going and would love to get your input.



## Spotlight on supports in Ireland:

### LEO ONLINE TRADING VOUCHERS IRELAND

Small businesses throughout Ireland can apply to the government for digital vouchers to the system in helping their businesses trade online. The objective of the scheme is to help small businesses grow their sales, exports and ultimately jobs. Businesses are permitted to apply for one voucher each, up to a value of €2,500 (matched funding).



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### Who is eligible?

The vouchers are targeted at businesses that have a limited online trading presence less than 10 employees turnover less than €2million applicants must be registered and trading for minimum of 12 months