

## **IBEC North West – Event**

### **'Not Business as Usual – How to survive today and thrive tomorrow,'**

These are extraordinary times for Irish business. Nearly every company in every industry is facing new challenges and owners and managers everywhere are worried. However, you can survive and eventually thrive, in home and international markets, with IBEC's help. It's a basic business truth: To become competitive again you must control costs and boost productivity.

I am delighted to invite you to **'Not Business as Usual – How to survive today and thrive tomorrow,'** a briefing session hosted by IBEC North West.

**Event:** Not Business as Usual – How to survive today and thrive tomorrow  
**Location:** Radisson SAS Hotel, Ballincar, Rosses Point, Sligo  
**Date:** Wednesday, 9 September 2009  
**Registration:** 5.00pm  
**Time:** 5.30pm – 7.30pm  
**Cost:** This event is free.  
**Summary:** This IBEC briefing is designed to help businesses through these uncertain and turbulent times. Our panel of experts will give you unique insight into the issues and solutions to the current problems Irish businesses are facing.

#### **Part I – People Management**

- A. Overview: the true state of our businesses
- B. Restructuring
- C. Be productive with fewer people
- D. Business continuity in the event of a swine flu pandemic
- E. Be pro-active with IBEC's help

#### **Part II – Strategic Business Advice**

Expert advice on reducing the cost of energy, transport and waste.

#### **Part III – Ireland and Europe on the road to economic recovery**

How to access enterprise support and finance at a European level and new opportunities for business in Europe and further afield.

**Registration link:** [www.ibec.ie/0/2009\\_roadshow](http://www.ibec.ie/0/2009_roadshow)