



National Women's Enterprise Day 2022

## Our Future, Our Way

Hosted by Local Enterprise Offices Kerry, Cork North and West, Cork City and South Cork.

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**The Brehon Hotel, Killarney.**  
**Thursday, October 13th 2022.**  
**Registration at 10am.**

## Conference Agenda

- 10am Registration & Informal networking. Grab a coffee and get to meet other female entrepreneurs from across your region
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- 10:45am Welcome Address by Moira Murrell, Chief Executive of Kerry County Council
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- 11am ***“Setting the Scene”***: Event introduction, MC Elaine Kinsella
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- 11:10am Networking: a network event facilitated by Marie Wiseman, Wisser Marketing, allowing attendees to meet with other female entrepreneurs present
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- 12:10pm ***“I did it!”*** Panel discussion with our 4 Leading Lights hosted by our MC Elaine Kinsella, Radio Kerry presenter and RTE broadcaster
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- 1pm Afternoon Tea style networking lunch
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- 2pm **Keynote Speaker**: Sonya Lennon, designer, broadcaster, social entrepreneur and successful businesswoman
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- 3pm Official event close.....however, there’s no rush home! Fresh tea and coffee will be available, and you are welcome to stick around and continue networking

*Please note this event is subject to a subsidised registration fee.  
Online booking is essential to secure your place.*

# Our Leading Lights

## LEO Kerry's Leading Light



### **Emily Brick, Athena Analytics**

Emily Brick founded Athena Analytics after returning to Ireland from Victoria, Australia where she worked as a Senior Data Scientist for the Department of Education. Although Emily has a strong passion for the role of machine learning in solving data problems, simplifying reporting, informing decision making; she also understands how machine learning and web-based software combined can be powerful in solving practical & logistical problems for end users in a timely and simple fashion. In late 2017, she saw an opportunity in the education market in Ireland for such a tool and so began Athena Analytics, an edtech company based in Tralee, Co. Kerry. They provide software, the "Athena Tracker", to educational institutions. This software uses machine learning to identify a student's potential. The student's performance throughout school is then tracked against this for the purpose of highlighting when they dip below their own unique potential and may require some additional support. Traditionally academic tracking is focused on both the high achievers and the students that require most support. Emily's software aims to ensure that every student gets this type of attention, and no student gets missed in a busy school system. The Athena Tracker is currently used in over half of Ireland's secondary schools and in a growing number of schools in both the UK and South Africa. [www.athena.ie](http://www.athena.ie)

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## LEO Cork North and West's Leading Light



### **Enrika Moore, Viska Systems**

Enrika Moore is the Director and Co-Founder of Viska Systems. Viska Systems was established in 2015 with the aim to create intelligent automation that enables machines to move, think, and see. The company's core expertise is in three main areas: robotics, machine vision and software development. So far, Viska Systems has been bootstrapped by its two founders and hasn't taken any external investment. Even though they are a small team (currently 5 team members) they thrive on innovation and managed to build strong partnerships with the most successful names in automation and machine vision sectors. In the last few years, they have also launched their own product 'Visable' - a software platform that operates as a No-Code interface for robot, camera, and image processing controls. They have an international customer base in the medical device, automotive, food and beverage, semiconductor, and research industries. [www.viska.ie](http://www.viska.ie)

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## LEO Cork City's Leading Light



### **Sara de Miguel Hernández, Flowithme**

Flowithme was born in January 2019 after its Founder, Sara de Miguel Hernández, spent over eleven years in the corporate world working as an internal auditor. Flowithme is a virtual wellness company that combines chair yoga, healthy cooking and life coaching services assisting its worldwide clients to achieve the best version of themselves with a personalized approach integrating the body, mind and spirit. Flowithme specialises in teaching chair yoga as it makes yoga accessible to people living with mobility impairment and disability. Adapting the class to each individual is vital. Some class participants are wheelchair users, others have Down Syndrome, are blind, have intellectual disabilities and / or autism. Chair yoga has become very popular for working from home employees who are desk-bound and spending on average 2.4 hours longer a day sitting down since the start of COVID-19. Working on moving the body with chair yoga is enhanced with healthy cooking classes and life coaching workshops that Flowithme provides, assisting its clients with their physical and mental wellbeing. [www.flowithme.com](http://www.flowithme.com)

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## LEO South Cork's Leading Light



### **Rosie Mansfield, Premier TEFL**

Rosie Mansfield is the Managing Director of Premier TEFL. Premier TEFL is a world leading provider of online and short TEFL/TESOL certifications that are trusted and respected by employers globally. Alongside their online TEFL courses, budding English teachers can complete fully organised teaching practice with qualified instructors and real ESL students online, qualifying them for higher paying TEFL jobs. Course graduates can apply for paid semester teaching internships in 15 destinations and 1000s of teaching contracts on the Premier TEFL jobs board. Premier TEFL's HQ was established in 2015 in Youghal, Co. Cork at St. Mary's College. They have 6 office-based employees who work across sales, marketing, operations, web development and design. They also have a large remote team in their academic department who are mainly based throughout Europe. This year, they have launched brand new teaching qualifications: Level 5 TEFL Diplomas and Advanced Diplomas. They are working on a new USA government accreditation for 2023 and developing an exciting new business expansion (supported by South Cork LEO) to launch our own online English School which will be a source of direct employment for their TEFL graduates. [www.premiertefl.com](http://www.premiertefl.com)

For more information or to book, please log onto

**LEO Kerry** [www.localenterprise.ie/kerry](http://www.localenterprise.ie/kerry)

**LEO Cork North & West** [www.localenterprise.ie/corknorthandwest](http://www.localenterprise.ie/corknorthandwest)

**LEO Cork City** [www.localenterprise.ie/corkcity](http://www.localenterprise.ie/corkcity)

**LEO South Cork** [www.localenterprise.ie/southcork](http://www.localenterprise.ie/southcork)

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Comhairle Cathrach Chorcaí  
Cork City Council



Comhairle Contae Chiarraí  
Kerry County Council



Comhairle Contae Chorcaí  
Cork County Council



**European Union**  
European Regional  
Development Fund



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020  
Co-funded by the Irish Government  
and the European Union