

# Introduction to Tendering and Using Social Media to Promote Your Business Seminars



## Newcastle and Enniskillen - Book Now

**Date:** Wednesday, 22 February 2017  
**Venue:** Burrendale Hotel, 51 Castlewellan Rd, Newcastle BT33 OJY

**Book Now**

**Date:** Wednesday, 24 May 2017  
**Venue:** Killyhevlin Hotel, Dublin Rd, Enniskillen BT74 6RW

**Book Now**

**FREE**

to CITB NI  
registered employers

Please have your  
registration number  
when booking

**£25**

for non  
CITBNI  
registered  
attendees

## Agenda:

**8.45** Registration / tea & coffee

**9.00** Introduction to Tendering (in partnership with Lagan Construction)

This seminar will cover:

- What is public procurement
- Why is procurement important to business growth
- What is a tender
- The different types of tenders
- The stages of a tender process
- OJEU and its rules
- How to prepare a tender response
- The pitfalls of tendering
- The tips and tricks to better tendering
- Joint Ventures, 3<sup>rd</sup> Parties (Designers) and Contract Agreements
- Learning from unsuccessful tenders
- What makes a winning tender

**10.30** CITB NI - Working with the Northern Ireland Construction Industry

**10.45** Break

**11.00** Using Social Media to Promote Your Business

This seminar will cover:

- Choosing the right social media platform for your business;
- Using social media for profile and for lead generation;
- The benefits of B2B social networks for collaboration, partnership and referrals;
- Making best use of your limited time on social media; and
- 2 x case studies of construction sector businesses successfully using social media.

**12.30** Close and Networking

### Speaker Profiles

**James Crawford**, Head of PQQ & Submissions, is part of the Senior Management team at Lagan Construction Group and is responsible for sourcing and bidding all new project opportunities through the various stages of the procurement process. James has conducted numerous presentations over the past number of years focusing on how small to medium sized companies can gain new business through public sector tendering. Such advice resulted in several local companies entering the tendering process for the first time. Previous to his role at Lagan, James was the Commercial Director at CIC and was part of the team involved in shaping the original e-tenders website for the Irish Government. James has an honours degree in Economics, a Post Graduate Diploma in Advanced Mathematics, a Master's Degree in Computing and a Master's Degree in Civil Engineering. James is currently undertaking a PhD in Civil Engineering regarding road safety improvements through alternative designs in slipform concrete barrier construction.

**Ian Laverty**, Managing Director of Ingenuity. Ian was the Managing Director of a digital marketing company based in London and Edinburgh. He moved to Northern Ireland in 2011 and set up training and development company Ingenuity. Ian specialises in sales and marketing training and consultancy. Ian has delivered digital marketing training workshops for CITB NI, CEF and the management teams of a number of Northern Ireland's construction companies. Ian is known for his fun, engaging and interactive workshops and promises an entertaining and informative session.

# Business Improvement Seminars 2017

## Programme of Events

Topics	Date	Venue	Book Now
<b>Credit Control and Managing a Family Business</b>	Wednesday 18 January 2017	Armagh City Hotel, Armagh	BOOK NOW
<b>Introduction to Tendering and Using Social Media to Promote Your Business</b>	Wednesday 22 February 2017	Burrendale Hotel, Newcastle	BOOK NOW
<b>Credit Control and Managing a Family Business</b>	Wednesday 22 March 2017	Magherabouy House Hotel, Portrush	BOOK NOW
<b>BIM and Waste Management including site visit (in partnership with Heron Bros. Ltd)</b>	Wednesday 12 April 2017	Foyle College & Ebrington Primary & Nursery School, Derry/Londonderry	BOOK NOW
<b>Introduction to Tendering and Using Social Media to Promote Your Business</b>	Wednesday 24 May 2017	Killyhevlin Hotel, Enniskillen	BOOK NOW
<b>BIM and Waste Management including site visit (in partnership with Lagan Construction)</b>	Wednesday 21 June 2017	Ulster University, Belfast	BOOK NOW

Refreshments will be provided on arrival.

**For further information contact:**

**CITB NI**  
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Crumlin  
Co Antrim BT29 4SR

**Tel:** 028 90825466  
**Email:** [info@citbni.org.uk](mailto:info@citbni.org.uk)



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