
MarketLink Open Forum

‘Business Growth through Focused Marketing’

Venue: Limerick Institute of Technology

Room 4A02

Thursday, March 25th 2010

- 2.00 PM **Official Welcome**
Dr Maria Hinfelaar, President, Limerick Institute of Technology
- 2.10 **The future of Marketing Communications**
Lucy Meehan, Director, Impact Media
- 2.30 **Success through Innovation**
John Anslow, Retail Marketing Manager, Meteor
- 2.50 **Q & A**
- 3.00 **Coffee Break**
- 3.20 **Marketing to a moving target**
Shane McAllister, Director and Founder, MobaNode (EAC Client)
- 3.40 **Munster Rugby – A Commercial Perspective**
Glyn Billingham, Sales & Marketing Manager, Munster Rugby
- 4.00 **Open Forum**
- 4.20 **Closing Comments**
Colin McLean, External Services Manager, Limerick Institute of Technology

The event is seen as being particularly relevant to event management, marketing, management and IT students. It is open to 3rd Level students, faculty, entrepreneurs, managers and business professionals and advisors.



To pose questions to speakers in advance and to interact with fellow attendees
www.facebook.com/LITMarketLink



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Chairperson



Ronan O'Brien
Head of Department of
Business, Limerick Institute of
Technology

Guest Speakers

Lucy Meehan
Managing Director
Impact Media



www.impactmedia.ie



John Anslow
Retail Marketing Manager
Meteor

www.meteor.ie

MarketLink is an eight week multidisciplinary careers, innovation and entrepreneurship programme for 3rd Level students studying in Limerick Institute of Technology. See www.lit.ie/marketlink for further information.

There is **NO CHARGE** to attend the MarketLink Open Forum.

- Attendees must book their place in advance by contacting MarketLink Co-ordinator: Donncha.hughes@lit.ie Direct Dial 061 490151



Shane McAllister
Director
MobaNode

www.modanode.com

Glyn Billingham
Sales & Marketing Manager
Munster Rugby

www.munsterrugby.ie



A Shannon Consortium initiative, MarketLink is a collaboration between LIT's Department of Business, Careers Office and the Enterprise Acceleration Centre (EAC). The programme is supported by the Strategic Innovation Fund (SIF) and has secured matching financial support from the Enterprise Boards in the Mid West region.

CASE STUDY PRESENTERS

impact media

After graduating with a B.Comm. with a major in Marketing, awarded from NUI, Galway, **Lucy Meehan** went on to complete her Higher Diploma in Marketing Practice, again in NUI Galway. During this course, her placement was in Galway training software company, Essentialskillz. Following completion of this placement, Lucy was retained by the host company and by the end of her 3 year tenure had progressed to the position of Business Development Manger.

In January 2005, Lucy joined Impact Media as an Account Manager, tasked with the management of the marketing activities of an array of clients including Tom Hogan Motors, The Harbour Hotel, Pat McDonnell Paints and Simply Mortgages. From this position, Lucy was promoted to Business Development Manager in 2007 and most recently, to complete her natural progression in the agency, she was appointed Managing Director. Lucy is a regular guest speaker on branding and digital services in NUI, Galway.



John Anslow is a graduate of University of Limerick and has an MBA from UCD. After a number of years working agency side in Promotional Marketing, PR and Advertising he joined Meteor in 2006.

His current role of Retail Marketing Manager involves developing and executing marketing strategy in the retail environment. Meteor won 'Company of the Year' and "Best Business Growth" awards at the Retail Excellence in Ireland Awards 2009. The operator has 39 retail stores and over 7,000 top up outlets across the country.



Shane Mc Allister founded MobaNode in October 2007. MobaNode specialises in ENGAGING with consumers by delivering TARGETED, RELEVANT and LOCALISED content and messaging to MOBILES. MobaNode was shortlisted for the TechCrunch Europa Awards (June '09), was a Munster Regional Finalist in the Intertrade Ireland Seedcorn awards (Nov '09) and won the Impact Media Elevate Award (Dec '09).

Prior to founding MobaNode, Shane Mc Allister's other roles included - Executive VP at MagneticTime, a text to speech software company, Director of Business Development and Channels for PrimeLearning.com, an eLearning firm, Head of design at Eurologic Systems, a data storage solutions manufacturer and he started his career as a product designer specialising in consumer electronic devices at Allies Design, an award winning product design consultancy. Shane holds a Bachelor of Engineering (B.E.) degree in Electronics from University College Dublin, and a Master of Arts (M.A.) in Industrial Design from the University of Teesside in England.



Glyn Billingham was appointed Sales & Marketing Manager with Munster Rugby in 2007.

Before working with Munster Rugby Glyn, spent nine years with PepsiCo. His last role was General Manager for Walkers/Quaker/Tropicana. He previously worked for Unilever & Unigate.