



Evening Echo



At the Ulster Bank Business Women Can event were: Fiona Kingston, Programme Director Business Women Can Ulster Bank and panel members: Yvonne Barry, **Quintas**; Mary McKenna, Tour America; Mary Hopkins, Hopkins Communications; Doug Munro, Head of Deposits Products and Propositions Ulster Bank; Carmel O'Keeffe, Dress for Success and Helen O'Dowd, Virginia Health foods.

Ulster Bank initiative to help women in business

THE Business Women Can hosted a networking evening at the National Software Centre, Mahon, which was headlined by guest speaker Mary McKenna, Managing Director of Tour America and supported by a panel discussion with five leading businesswomen from a cross-section of business sectors.

Launched in October 2012, Business Women Can is an Ulster Bank initiative, designed to actively support female entrepreneurship across the country through mentoring, championing local connections and the use of social media.

Fiona Kingston, Program Director of Business Women Can at Ulster Bank said: "Ulster Bank was delighted to host this networking event. We would like to thank our fantastic panel who shared their experiences, insights and passion to inspire success in business."

She continued: "Business Women Can was launched by Ulster Bank towards the end of last year to support women in business, by building a reputation as a partner in business that understands their needs and offers relevant supports to them.

"Every year, more and more women take the step of starting their own business. They are also increasingly taking up senior roles in established small and medium enterprises.

"At Ulster Bank, our award winning initiative is leading the way in supporting female entrepreneurship and female business leaders across the country."

Ulster Bank has created a network of Business Women Can Ambassadors, who are based in local communities and are made up of a mix of local entrepreneurs and Ulster Bank employees. The dedicated group of Internal

Ambassadors have been accredited by Everywoman and Charter Banker, and have completed training unique to banks across Ireland, enabling them to understand and support the specific needs of women in business today.

In addition, each Internal Ambassador is partnered with an external buddy, a female entrepreneur or business leader from small and medium enterprises (SMEs). These women come from either commercial or not-for-profit organisations and provide a holistic view of the business environment. The partnerships are either self-selected or organised through www.smallbusinesscan.com.

All Ambassadors are volunteers and are willing to share their knowledge and experience to provide the support and help required to start and run a successful business