

Succeeding with Buyers

Dublin Food Chain is planning a major Meet the Buyer event on January 29th. This event will see buyers from many of the major multiple retailers, from symbol groups and the foodservice sector, as well as chefs and store owners from around the city and county attending.

This will be a commercial event with the objective of producers securing new product listings in both the retail and foodservice sectors.

In preparation for this, this breakfast workshop, which is targeted only at food producers is designed to inform producers about the January event and get everyone prepared.

This event is being led by Local Enterprise Office Dublin City.

07.30 – 08.00

**Tea/Coffee and (some famous Cooks Academy baking)
Networking opportunity**

08.00 - 08.05

Welcome and opening

08.05 – 08.30

**Succeeding with Buyers...Increasing your Chances James
Burke**

08.30 – 08.55

Alec Drew, the straight-talker

Alec Drew
the straight-talker

Why you should be embracing networking

If you think Networking is about selling then you are missing out on a world of opportunities.

Alec Drew - the straight-talker, will distil the essence of a half day workshop into 25 minutes and deliver a talk on how to get the best out of networking, the key tools to use, your elevator pitch and finally the correct way to follow up.

Alec brings 25 years' experience of running an SME company that delivered powerful communication strategies to all types of businesses and organisations. Alec has been a member of Dublin Chamber for more than 20 years and was responsible for the 'Network and Get Work' and 'Business Owners Network' initiatives.

08.55 – 09.20

Anne O'Brien, Musgrave

**MUSGRAVE
FoodServices**

What the Buyer looks for

Anne has a wealth of buying experience and will overview for the group the key elements of what she looks for in a supplier when choosing new products. Whether it is preparation for the meeting, how you get your unique selling points across, or tips for maximising your chances of success, all will be covered during this session.

09.20 – 09.45

Mark Lee, Compass



The Dating Game

Mark will share his thoughts in relation to a simple process which should help you ensure that your first date with a Foodservice Buyer is not your last.

09.45 – 10.00

Q&A

WHO SHOULD ATTEND?

This event is only open to Dublin based food producers.

VENUE

This Dublin Food Chain event will be held at Cooks Academy, 19 William Street South, Dublin 2.

REGISTRATION

Places are limited at this workshop to 50 and early booking is essential. There is a nominal €10 booking charge. To book, simply click on this link.

WHAT IS DUBLIN FOOD CHAIN?

The Dublin Food Chain is a marketing and networking forum which represents many of the outstanding food and drink producers, retailers, foodservice operators and distributors that are based throughout Dublin City and County. Dublin Food Chain is an initiative jointly supported by the four Dublin City and County Local Enterprise Offices, The Irish Exporters Association, and Bord Bia.

BOOK NOW