

A group of women are socializing outdoors at an event. The background shows palm trees and a bright, sunny atmosphere. The women are dressed in casual to semi-formal attire. One woman in the foreground is wearing a white top with dark polka dots. Another woman is wearing a red top and sunglasses. The overall scene is lively and social.

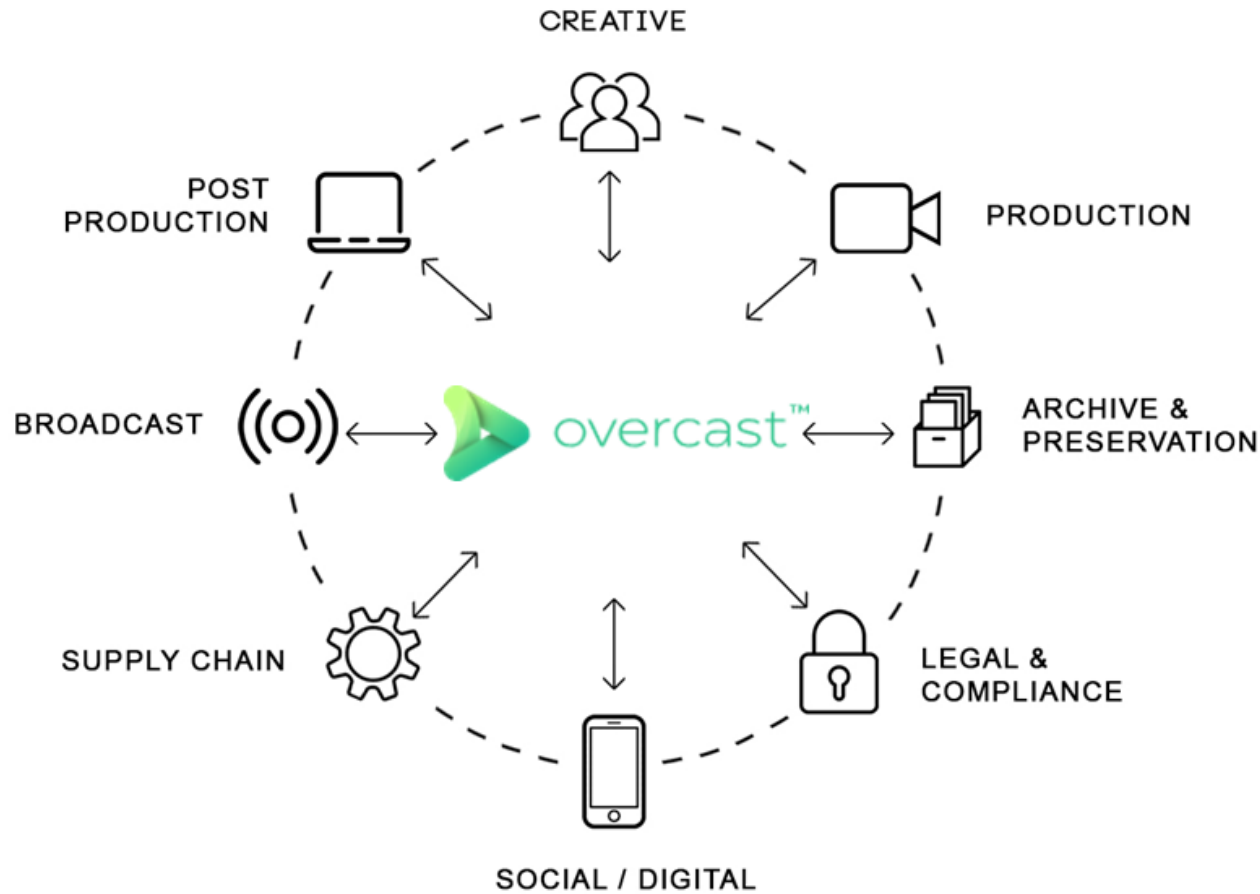
Member Meet Member

Irish Embassy in Lisbon | Thursday Nov 4, 4pm - 6pm

SAY

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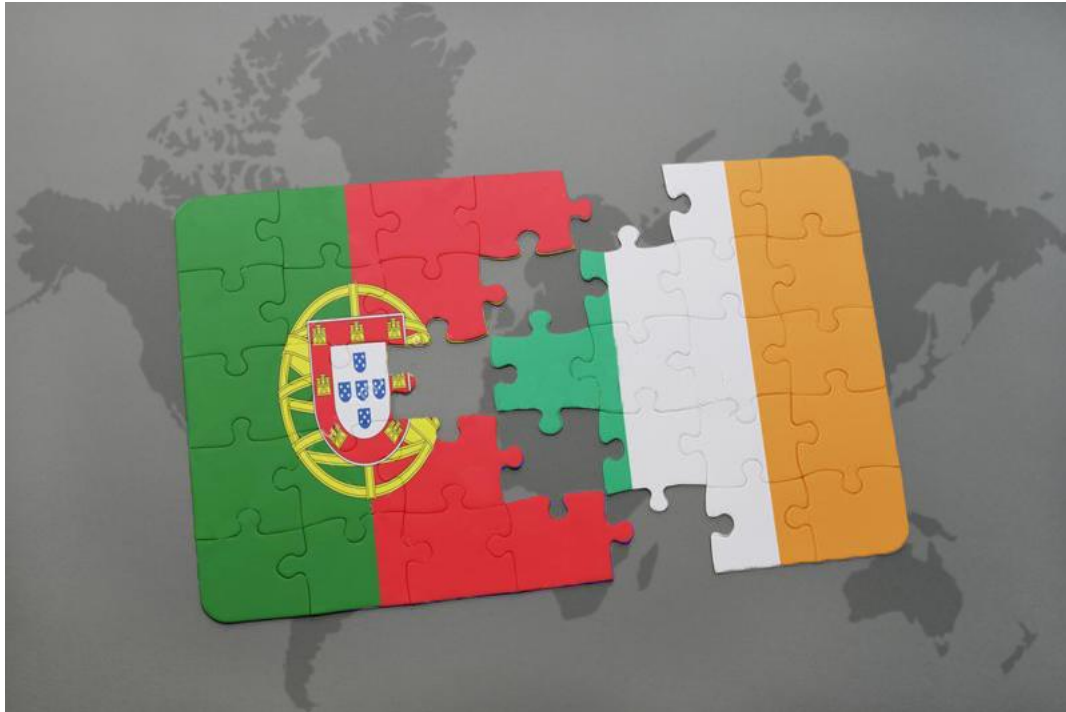
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TE Connectivity (NYSE:TEL) Portugal & Ireland



Employees:

Evora 3,000

Galway 1,500

Patients:

1 in 9 people

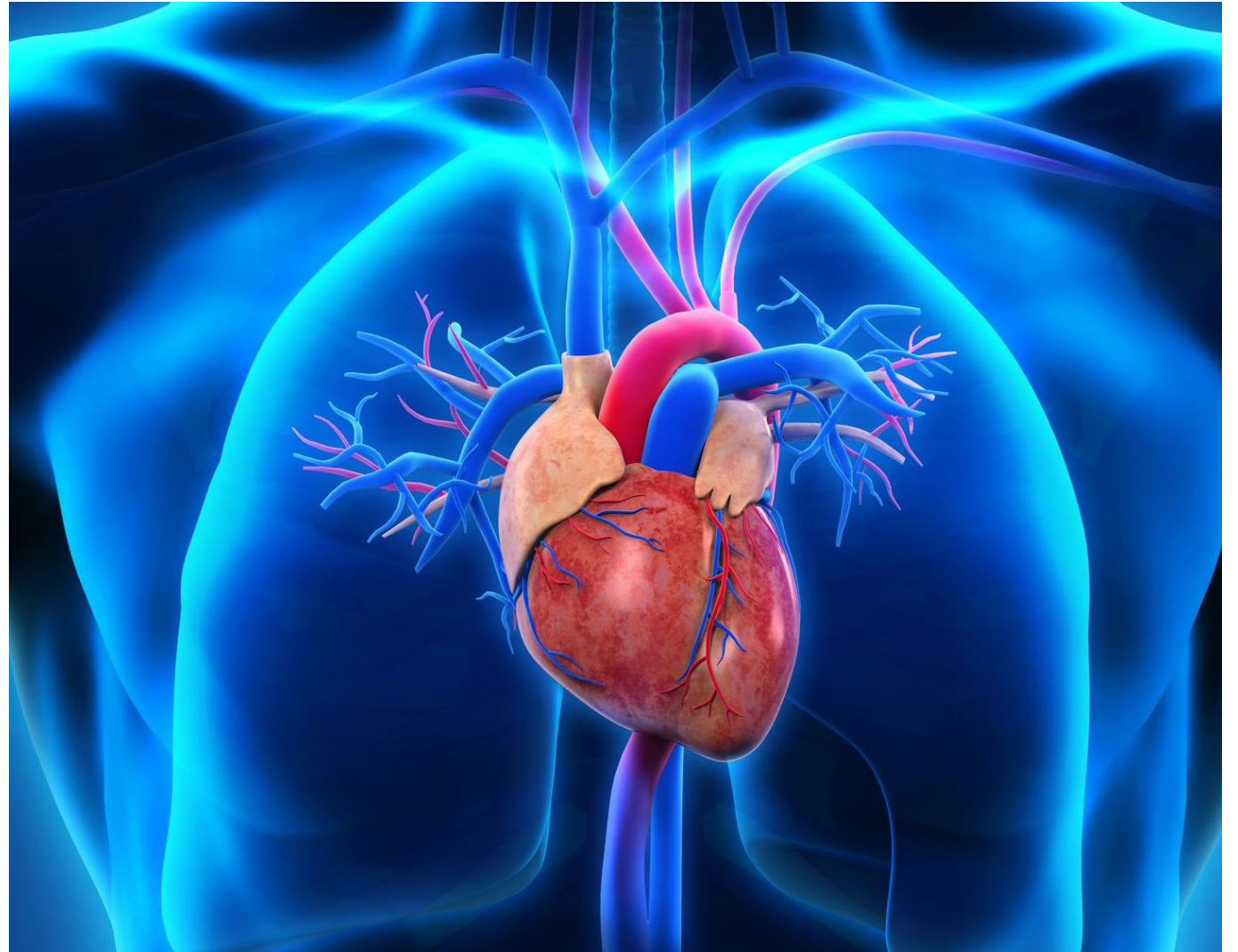
Mick Jagger is performing on stage against a red background. He is wearing a black jacket with intricate floral and bird embroidery in gold, red, and blue, over a black shirt with white polka dots. He has his arms outstretched, pointing with his right hand holding a microphone and his left hand pointing. His mouth is open as if singing or speaking.

Bloomberg

“JAGGER’S TAVR PROCEDURE A BOON FOR VALVE MAKERS”

Minimally invasive surgery

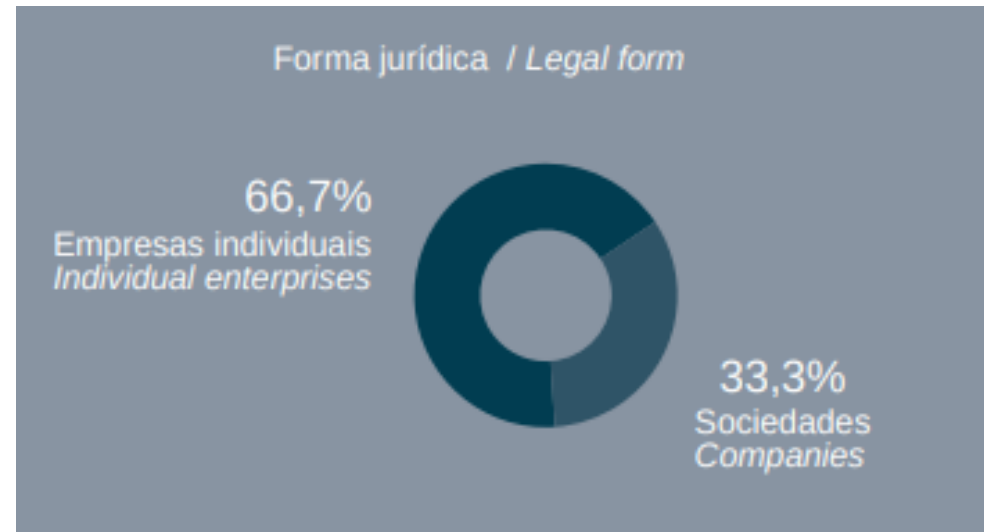
- Reduces trauma
- Reduces hospital stay
- Improves outcomes
- Improves odds!



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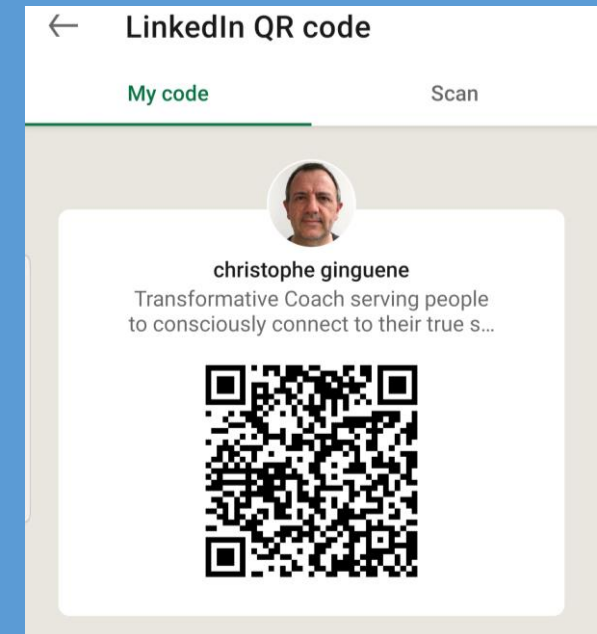
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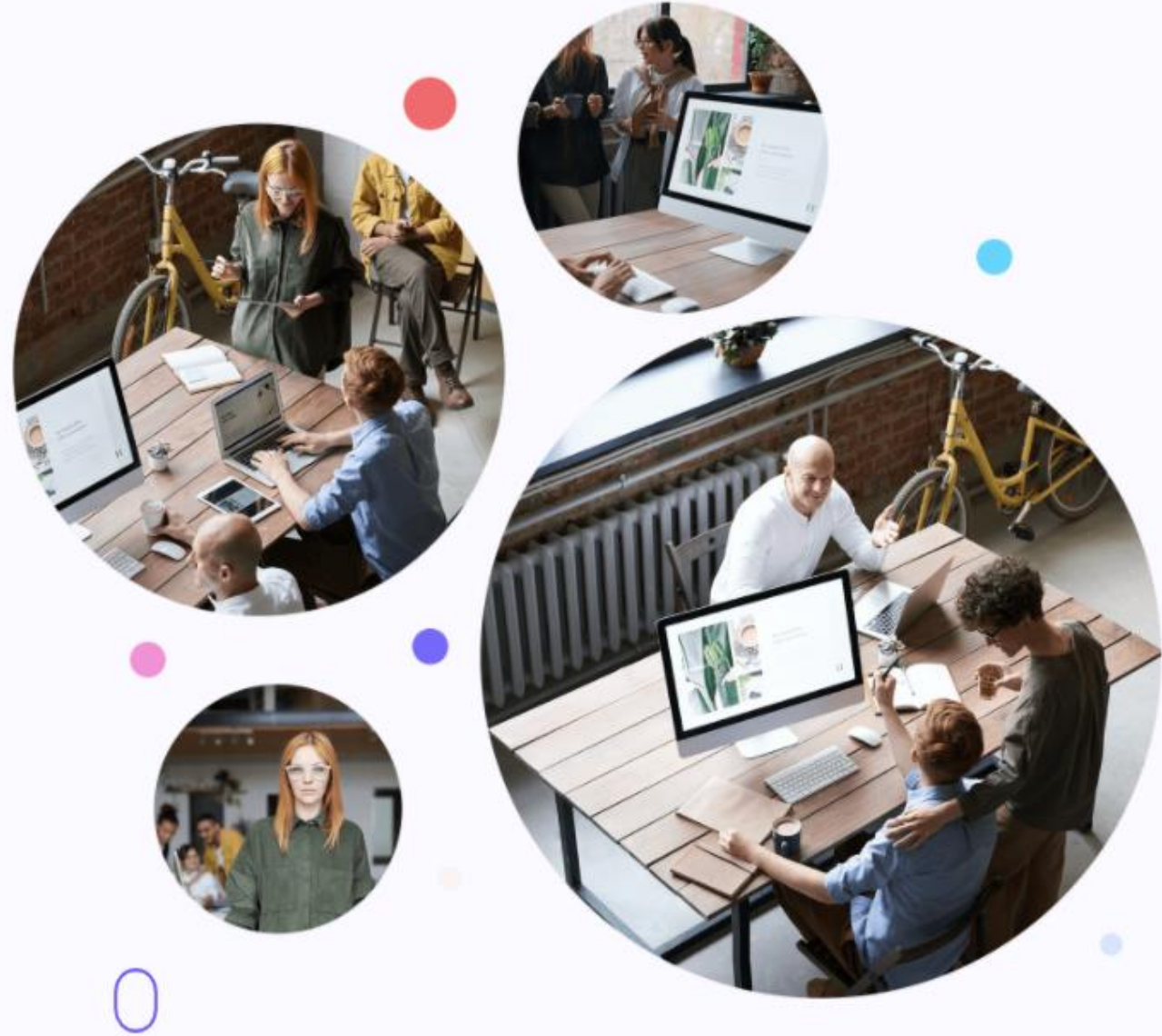
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An Roinn Gnóthaí Eachtracha
Department of Foreign Affairs

Members meet Members

4th November 2021

Embassy of Ireland
Avenida da Liberdade,
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1250-147,
Lisbon

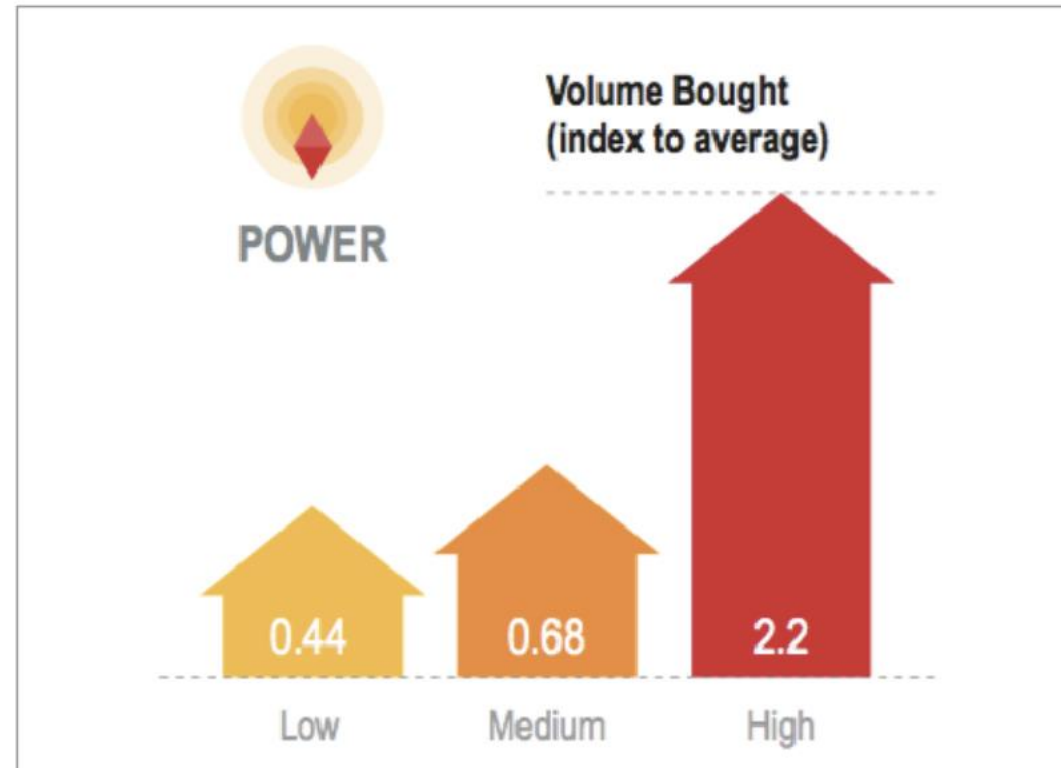


“Effecting change is the inherent
function of all communication”

Faris Yakob

3x vol sales

Strong brands affect consumers' predisposition to choose a brand, and so deliver far more income than average or weak brands. According to a study by Millward Brown, brands with high 'power' scores capture **3x** the volume sales of the average brand.



Source: The Meaningfully Different Framework, Millward Brown, 2013. Shopcom data merged with equity survey scores. Based on comparing Power and Premium scores to shopping habits of 1600 consumers. Analysis includes 65 brands in 4 categories. Low = bottom 25%, Medium = middle 50%, High = top 25%.

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