

Evening Echo

EE - V1

20th November 2007

24 BUSINESS

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Mary Hopkins lands top post with UCC

CORK business woman Mary Hopkins, has been appointed to the governing body of University College Cork. Mary, above, is founder and chairperson of Hopkins Communications, an advertising and public relations firm. A native of Ballyshahill, Co. Limerick, and now living in Glanmire, Ms Hopkins is on the board of the Cork Chamber and the Cork City Enterprise Board, and is a member of the Institute of Public Relations and of the Marketing Institute. Ms Hopkins is a former president of Network Cork, the Organisation for Women in Business and the Publicity Club of Ireland, Cork branch. Nominated to the UCC board by the Minister for Education and Science, Ms Hopkins was the first woman president of the Rotary Club in Cork in its 77 year history. She is married to Capt Dave Hopkins, partner at The Mainport Shipping Group and president of the Irish Chamber of Shipping. Their son Mark is managing director of Hopkins Communications. Their daughter Judy works with Senal Technologies, Cork, as a product manager.



Ronan and Adele Kelly from Smart Telecom with Michelle Fleming and Damien Sheridan from Fleming Construction at an iTeCork function in County Hall. A major iTeCork conference, with media sponsorship from the Irish Examiner, takes place at the Radisson Hotel, Little Island, on Wednesday, November 28. Picture: Gerard McCarthy/GMC Photography

TV campaign to get people to shop in Cork

COME to Cork for the best shopping in the country.

That is the message which will be delivered to shoppers in a new nationwide advertising campaign which is about to be launched. Campaign details were announced today by Liz McAvoy, programme manager of the Cork Marketing Partnership, an organisation set up earlier this year with the support of Cork Chamber, Cork City Council, Cork County Council, Irish Hotel Federation, Cork branch, Cork Business Association, Port of Cork, Cork Airport Authority and Fáilte Ireland South West Region to market the attractions

By VINCENT KELLY
Business Editor

The TV campaign on Irish and satellite stations is being mounted for the Partnership by leading communications company H and A Connect. It is being supported by Cork City Council, Cork Airport, the Irish Hotels Federation, Cork branch, city Vintners, Washington Village, Cork Business Association, Cork Chamber and Frinalla Developments. The campaign slogan of Cork Christmas Fest 2007 will highlight festive attractions including food markets, ice rinks, pantomimes and carol concerts.

"Christmas shopping will be full of excitement and bustle and Cork restaurants and pubs will bring great relaxation, entertainment and a chance to catch up with friends," Liz said. This year a special series of weekend events would take place in Bishop Lucey Park. Every Saturday and Sunday throughout December, Santa would be in residence. Cork choirs would be there as well as brass bands. There will be a selection of food and craft stalls supplying hot chocolate and other treats and entertainment. For further details check out www.christmasincork.ie.

IRISH STOCK EXCHANGE SHARES

PRICES AT 10.30AM TODAY

	19 Nov 07	18 Nov 07	17 Nov 07
Abbey - Iex	0.25	0.15	0.40
Agri Therapeutics - Iex	1.24	0.00	0.00
Aur Lingus Group	2.09	-0.01	2.90
Allied Irish Banks	12.82	-0.24	14.06
Amarin Corp - Iex	0.27	0.02	0.08
Amesex	0.35	0.00	0.00
Andor Technology - Iex	1.15	0.00	1.15
Anglo Irish Bank	0.05	-0.12	0.17
Blackrock International Land	-0.36	-0.01	-0.03
Iex			
Bank of Ireland	0.91	-0.07	-0.01
Boundary Capital - Iex	0.50	-0.04	0.54
CBN	22.04	-0.28	-0.01
C&C Group	4.25	0.10	4.75
CPL Resources - Iex	1.20	0.20	0.00
Datalys	0.69	0.00	0.69
DCC	18.23	-0.46	18.69
Diageo	14.42	0.00	14.42
Donagel Creameries - Iex	0.24	0.00	0.24
Dragon Oil	2.95	-0.32	4.27
Elan Corp	19.32	-0.44	19.76
Finance Ireland - Iex	0.27	-0.04	-0.13
F&D Holdings	19.09	-1.00	20.09
First Derivatives - Iex	3.72	0.00	3.72
Fyffes - Iex	0.83	0.01	0.82
Gaetano's Irish	33.85	0.00	33.85
Gatensoule Europe - Iex	0.14	0.00	0.14
Glanbia	4.75	-0.14	-0.03
Glebeview Mining - Iex	0.12	-0.01	0.13
Grafton Group	6.25	-0.10	6.35
Greenore Group	4.69	-0.10	-0.02
Horizon Technology Group	0.91	-0.01	0.92
IMRG Group	14.65	-0.66	15.31
IFG Group	1.65	-0.04	-0.03
Ikon	20.50	0.00	20.50
Independent News & Media	2.19	-0.05	2.24
Iona Technologies	2.55	0.00	2.55
Irish Life and Permanent	12.95	-0.28	13.23
Kenmare Resources	0.67	0.00	0.67
Kenmare Resources	0.78	-0.03	0.81
Kerry Group	19.97	-0.31	20.28
Kingpan Group	14.00	-0.25	14.25
Lapp Platt - Iex	0.24	0.00	0.24
McArdney Holdings	1.02	-0.18	1.20
Newcourt Group - Iex	1.15	-0.08	1.23
Northon Group - Iex	3.54	-0.04	-0.03
O'Leary & Butler	0.21	0.00	0.21
Origin Enterprises - Iex	3.38	0.00	3.38
Oxide Mining - Iex	0.18	0.00	0.18
Oxya Gold - Iex	0.17	-0.01	0.17
Paddy Power	22.25	0.00	22.25
Petrofac International - Iex	0.12	0.00	0.12
Petrofac Resources - Iex	0.43	0.00	0.43
Prime Active Capital - Iex	0.90	-0.16	1.06
Providence Resources - Iex	0.08	0.00	0.08
Qualcoron Dishes	1.02	0.00	1.02
Roadlyn	1.87	-0.02	-0.01
Real Estate Opportunities	1.35	0.00	1.35
Ryanair Holdings	4.78	-0.14	4.92
Silvaco - Iex	8.40	-0.00	8.40
Sonair Knaps Group	11.40	-0.00	12.00
Tesco	4.14	0.00	4.14
Thalforce - Iex	0.18	0.00	0.18
Total Produce - Iex	0.73	0.00	0.73
Tullow Oil	8.28	-0.51	8.80
Tve Holdings - Iex	0.98	0.00	0.98
United Drug	3.35	-0.05	3.40

Sports clubs get closer to fans with new media

CLUB Wireless Europe Ltd, based at 4 French Church Street, Cork, has spearheaded an innovative new project which enables sports organisations to interact with their fans, and not just when they are at matches in stadia. Sporting enthusiasts were responding in huge numbers to the provision of their internet and mobile phone based games and quizzes, according to chief executive Anthony Galvin. The aim was to help sports clubs optimise the relationship with their supporters through the provision of innovative new media options. Their service helped clubs communicate with the fans, any time and in any place, through a

CORK City Enterprise Board (CCEB), supported by the Department of Enterprise Trade and Employment and the EU Commission, provides advice, information and resources for business start-ups. In this regular series we highlight the success of firms helped by the CCEB.

combination of web, mobile and marketing initiatives. Most recently Club Wireless introduced an interactive *Munster Plays to Win* interactive quiz. It is playable by scratch card, by text message and online at www.munsterplays.ie. The prizes include the opportunity to travel with the team to away matches. They would be unveiling similar new generation products in the coming

months, Anthony said. Their website, www.clubw.tv was getting a high level of hits daily. The interest was very encouraging, from end users, customers and agencies interested in the marketing and advertising potential associated with this new method of communication, Anthony said. Club Wireless had benefited from employment grants from Cork City

Enterprise Board (CCEB). This enabled them to take on people experienced in new media. CCEB staff gave them invaluable advice in the start-up phase and had helped them get the project off the ground. His firm could custom design a campaign operations and management system (COMS) specific to each organisation he said. For further information on Club Wireless Europe Ltd, call (021) 4905084; email: info@clubw.tv; www.clubw.tv. For information on supports to small business in Cork City, please contact Cork City Enterprise Board on (021) 4961828; email: ita@corkceb.ie.



Anthony Galvin, chief executive Club Wireless Europe Ltd.

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