

So What Do Junior Minister John Perry, George Mordaunt, Mount Errigal And Twitter Have In Common? Ireland's SME Community!

Last Friday, 27th January an extraordinary event took place at the County Arms Hotel in Birr, Co. Offaly when over 100 Irish business owners took part in the first SME Community All-Ireland Tweet-Up.

This initiative which is entirely self-funded originated in a single tweet in June 2011 and has now grown into a healthy community followed by over 1100 Irish businesses from across the island of Ireland. On any given day or night log on to twitter and search using the hashtag #SMEcommunity to view the interaction amongst this positive community of self-starters who are working together to get Ireland back on track.

Over the past 8 months, there have been a number of Tweet-Ups amongst small business owners across the country and the wider business community has been extremely supportive in their offer of venues. On this occasion, the venue was donated by the wonderful County Arms Hotel who have been fantastic in their support of the event.

On the day in question, SME Community were honoured to welcome guest speaker George Mordaunt, author of "Shepherd's Pie" who enlightened the gathering on his experiences in dealing with Irish banks and business through good times and bad. A follow up speaker was Vincent Byrne of Business Should Be Easy, an inspirational business coach and stalwart of the group who has worked with many members on putting their plans into action.

Outside of the event however, the group were delighted to receive a phone call from Leinster House just before kick-off from none other than Junior Minister John Perry, who having heard of the movement took the time to make contact and wish the group well on the day. Not only that, but he has extended an invitation to the group to meet with him to look at the systems and supports that are necessary in order to ensure that this thriving hub of the economy can be nurtured in the best possible manner.

Business person, Debi Harper of Tus Nua Designs in Foxford, Co. Mayo commented:

" we are delighted that TD Marcella Corcoran Kennedy offered her support and the phone call from Minister Perry was very much appreciated and just to know that Leinster house were aware of our All Ireland tweet up was a positive boost. This is all about getting well deserved attention for small businesses in Ireland and we will do all we can to highlight the small businesses that are working so hard, and are not fortunate to have big funding behind them, but are helping and supporting each other in a creative way to get to the next level. "

And as this little army of entrepreneurs drive the initiative forward, they can now update you on two further Tweet-Ups planned for the coming weeks.

First up is Ireland's Highest Tweet-Up – and yes, you did read that correctly!

On Sunday 26th February 2012 at 12 noon, The Mount Errigal Tweet-Up takes place atop the mountain in County Donegal in aid of Breast Cancer Ireland. The Little Angels School are a

second beneficiary on the day as participants are encouraged to donate any old mobile phones to them on the day. Letterkenny was one of the first venues to host an #SMEcommunity tweet-up and now this wonderful group of people are taking tweet-ups to new heights! Further information can be found at www.breastcancerireland.com or by following @errigaltweetup on twitter.

And on the 15th March, the next Dublin #SMEcommunity Tweet-Up takes place at The DCU Ryan Academy in Citywest which currently has a number of guest speakers under consideration. For more details, you'll need to join the group on twitter to ensure you don't miss out on a networking experience that is quite frankly like no other!

If there are any fellow small business owners or entrepreneurs out there, regardless of what stage you're at, stop by #SMEcommunity on twitter and join in with what's become the most positive community in Ireland.

Notes to Editors

SME Community is a community which has evolved entirely as a result of the personal efforts of its members with the backing of businesses who have at some point been that start-up or small trader trying to move to the next level. New tweeters stop by everyday so please feel free to make contact with any of the group by simply adding #SMEcommunity into your tweets.

For further information in relation to #SMEcommunity, please contact;

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