

All-Island Female Entrepreneurs Conference

Keeping it Real

Conference Programme

Carrickdale Hotel & Spa

Thursday 4th June 2026 | 08:30 - 16:35

Title Sponsor:



Breakout Session Sponsor:



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Event Contact Information

We look forward to welcoming you on Thursday 4th June 2026. Please be aware that the conference is fully booked, with over 350 attendees expected on the day. If you are no longer able to attend, kindly inform the event team at your earliest convenience by emailing wib@plannd.co.uk. Should you require any further information, please do not hesitate to contact the event team.

Conference Venue

The conference will take place at the Carrickdale Hotel & Spa.

Please enter via the doors at Lacey's Suite, which is closest to the roundabout when following Google Maps.

Car Parking

Car parking is widely available at the hotel and is free of charge, spaces fill up quickly.

Photography/Videography

Please note that photography and videography will be taking place during the event. If you wish to be excluded, please speak to a member of the onsite team.

Social Media

We encourage all delegates to engage with us on social media throughout the event. Please tag us using the following handles:

- X: @wibni
- Instagram: @womeninbusinessni
- Facebook & LinkedIn: @Women in Business NI

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Your Agenda



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9:30	Welcome to AIFEC 2026	Caroline O'Neill, Conference Host
9:35	Hello from our sponsor, AIB	Karen Kidd, Head of Business Banking, AIB
9:40	Keeping it Real!	Roisin McDermott, Head of Entrepreneurship, Women in Business
10:00	Glow & Grow	Linda Stinson, Founder and Creator, Bellamianta
10:45	Real Talk	Embracing the Messy Journey Tiffany Brien, Signal PropTech I never meant to grow a Company! Sherene Powell, Hope Autism Care Centre Built on Family; Driven by Passion Colette McNicholl, McNicholl Caravans
11:35	Coffee Break	
12:00	Real Talk	The Cost of Caring – Building a Business around People, not Products Lesley Tully, Penny Financial Solutions The Mindset behind a Scaling Brand Catherine Cunningham, The Present Tree Leading with Kindness – you don't need to be the Loudest in the Room! Ursula Kelly – Cormac Tagging

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12:45	Insights from InterTradeIreland	Barbara Orr, Director of Enterprise Development, InterTradeIreland
12:55	Update from The WiB Group	Women in Business
13:15	Lunch Break	
14:15	A. EY Founders Clinic B. Meet our entrepreneurs - Marketplace showcase c. Keeping it Real: Building Connections that unlock opportunities!	A. EY + facilitators B. Our Entrepreneurs C. Linda O'Mahoney Logan & Emma Early Murphy
15:00	A. EY Founders Clinic B. Meet our entrepreneurs - Marketplace showcase c. Keeping it Real: Building Connections that unlock opportunities!	A. EY + facilitators B. Our Entrepreneurs C. Linda O'Mahoney Logan & Emma Early Murphy
15:45	In conversation with Laura Tenison - the Reality of Scale to Sale	Laura Tenison MBE
16:35	The Real Round Up for 2026	Caroline O'Neill

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Meet Your Conference Host



Caroline O'Neill

Founder of Digg For Success
Conference Host

Caroline O'Neill is the founder of the Digg Community, encompassing Digg Mama, Digg for Success, Digg Podcast, and the registered charity Digg Deep for Kids. With over 250,000 social media followers, Caroline's platforms focus on connection and making a difference. Digg for Success has empowered over 2,000 professionals through mentoring, workshops, and events, while the Digg Podcast reached number 3 in the UK podcast charts. Her registered charity, Digg Deep for Kids, has raised over £700,000 to support families in need. At the heart of it all, Caroline is committed to inspiring and uplifting communities.

Meet Your Keynote Speaker



Laura Tenison MBE

Founder and CEO of JoJo Maman Bébé
Keynote Speaker

Laura Tenison MBE is the founder of JoJo Maman Bebe, a maternity and children's clothing label and winner of Veuve Clicquot businesswoman of the year award. Formerly the director of a small fashion company and founder of a French property business, Laura sold these ventures and built up JoJo Maman Bebe from its small startup in 1993 to a company dominating the pregnancy and baby niche market. Notably, Laura runs her business by putting people and the planet above bottom line profit, an ethos which has won her numerous business awards. She takes great interest in corporate social responsibility and business ethics, whilst still managing to act as full time mother to her sons. Laura is also a trustee of the children's charity Nema, based in Mozambique. Laura gives many talks and inspirational speeches to a diverse range of audiences and has appeared on numerous relevant TV and radio programmes.

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Meet Your Speakers



Linda Stinson

Founder & CEO | Bellamianta

Linda is the Founder and CEO of Bellamianta, Ireland's leading luxury tanning, skincare, and cosmetics brand. Founded in 2015 in response to her own skin struggles, Bellamianta has grown into a multi-award-winning business with an annual turnover of £8 million and products stocked in over 5,000 locations worldwide. The brand now exports to seven countries and recently opened its first standalone store in Craigavon. A proud Tyrone native and mother of three, Linda is passionate about empowering confidence through beauty, supporting local enterprise, and championing female-founded businesses, while sharing honest insights on entrepreneurship, growth, and purpose-led leadership.



Tiffany Brien

Director | Simon Brien

Tiffany is an entrepreneur and co-founder of a new proptech startup, building on 16 years of experience at Simon Brien Estate Agents. During her time in the family business, she became known for her sales success and operational expertise, personally selling £42 million worth of property in 2025 before the company's acquisition by Castlegate. Her new venture, Signal, helps estate agencies better understand buyer intent through intelligent data insights. In 2026, Tiffany was named one of 10 winners of the TechStart Female Founder competition, securing £35k investment to grow the business and drive innovation within the property sector.



Sherene Powell-Okafor

Founder & Director | HOPE Autism Care Centre

Sherene is an entrepreneur, educator, and advocate who founded HOPE Autism Care Centre in 2011 following her daughter's autism diagnosis. What began as a response to limited support services has grown into a thriving organisation providing inclusive education, childcare, and family support services. Sherene has developed multiple Montessori and crèche settings, specialised ASD early intervention classes, and several purpose-led ventures under the HOPE umbrella. Alongside her leadership roles in education, she is recognised for championing inclusion, innovation, and community impact. A participant in the EY Winning Women Programme, Sherene is known for her authentic and inspiring approach to leadership and entrepreneurship.

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Colette McNicholl

Co-Founder | McNicholl Caravans

Colette is the co-founder of McNicholl Caravans, a family business she has built alongside her husband, Michael, since 1980. Starting from their kitchen table while raising a young family, Colette played a key role in the company's operations, finance, and growth. Over the years, she helped lead the business through significant challenges, building confidence and resilience along the way. Today, McNicholl Caravans operates seven caravan parks across Ireland and Scotland, generating £9 million in annual revenue. Passionate about supporting women in business, Colette encourages others to trust themselves, embrace opportunities, and lead with courage and determination.



Lesley Tully

CEO & Founder | Penny Technologies

Lesley is the Founder and CEO of Penny Technologies, a business rooted in behavioural science and driven by one clear mission: helping women genuinely understand their financial personalities and fast-track their journey to financial wellness and freedom. Formerly Head of Design Thinking at Bank of Ireland, Lesley also served as Chair of the Gender Taskforce and Director of International Women's Day across the Bank of Ireland Group in Ireland and the UK. An engaging and powerful speaker, Lesley brings honesty, insight and lived experience to the stage. Her story reflects exactly what this conference stands for: real women, real challenges, and practical, no-nonsense strategies to move your business and your life forward.



Catherine Cunningham

Founder and CEO | The Present Tree

Catherine is the Founder and CEO of The Present Tree, an award-winning gifting brand specialising in beautifully wrapped tree and plant gifts. Inspired by her love of nature and design, Catherine launched the business in 2013 with a £5,000 personal investment. Since then, it has grown into a premium multi-million-pound brand focused on meaningful gifting and celebrating life's milestones. Most recently, The Present Tree secured £1.8 million in equity investment to support its continued growth. Catherine remains passionate about creating a values-led business, fostering a supportive team culture, and delivering exceptional customer experiences through gifts that bring lasting impact and joy.

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Ursula Kelly

Managing Director | Cormac Tagging

Ursula is the Managing Director of Cormac Tagging, a family business she has helped transform through diversification, innovation, and digitalisation. Raised on a sheep farm in the west of Ireland, she developed a strong work ethic and passion for agribusiness from an early age. After qualifying as an accountant and working in hospitality finance, she joined the business at a pivotal stage, expanding its livestock product range and international reach. Today, Cormac Tagging exports globally, including to America, Kenya, and New Zealand. Ursula is also a passionate advocate for women in farming and disability rights, known for challenging the status quo with courage and determination.



Emma Early Murphy & Linda O'Mahony Logan

The Leadership Lounge on Leveraging Your All Island Network

Emma Early Murphy and Linda O'Mahony Logan are the founders of The Leadership Lounge, supporting professionals and organisations globally to build confident, connected, and effective leaders. Emma is a growth strategist, facilitator, and former National President of Network Ireland, while Linda is a leadership expert, experienced facilitator, and founder of Network Ireland Kerry. Together, they combine expertise in leadership, strategy, and high-impact facilitation with real-world experience of building and leading networks. Passionate about the power of connection, they help people strengthen relationships, grow confidence, and create meaningful opportunities through practical, engaging, and authentic leadership development.



Caroline Wilson

Founding Director | Taste & Tour

Caroline is the Founding Director of Taste & Tour, a multi award-winning food and drink experience company she co-founded in 2016. Inspired by her passion for local produce and connecting people through hospitality, Caroline launched Belfast's first food tour in 2014 before leaving her 15-year legal career to grow the business full-time. Today, Taste & Tour operates across Belfast and Edinburgh with over 30 guides and experiences enjoyed by locals, tourists, and corporates alike. In 2022, she co-created The Spirit Circle, an immersive cocktail experience. Caroline is also an EY Entrepreneurial Winning Women™ EMEIA Class of 2025 recipient and tourism advocate.

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Suzanne Healy

Co-Founder | ClearTech Consulting Engineers

With career experience in Ireland and Southeast Asia, Suzanne is a passionate advocate for the transformative potential of smart engineering and the value of harnessing unique strengths to deliver exceptional outcomes. In 2020, she co-founded ClearTech Consulting Engineers, an award-winning engineering consultancy specialising in sustainable and net-zero civil and structural design. Suzanne, one of the EY Entrepreneurial Winning Women and a Woman in Business Award winner, ensures the business runs seamlessly, driving both operational excellence and continued growth and innovation.



Bevin Mahon

Owner & Managing Director | Dentaltech Group

Bevin is the Owner and Managing Director of Dentaltech Group, an award-winning dental and medical device company based in Ireland. Over the past two decades, she has led the business's transformation into a fully digital model using advanced manufacturing and 3D printing technologies to improve patient outcomes and reduce waste. Under her leadership, Dentaltech has expanded from one clinic to five locations and become Ireland's largest provider of mobile dental services. An international speaker and advocate for innovation-led growth, Bevin currently serves as President of the All-Ireland Business Foundation and is passionate about sustainability, collaboration, and creating meaningful impact through technology.



Carley Quigley

CEO | Grey Dog

Carley is the award-winning founder and CEO of Grey Dog, a Dublin-based creative agency specialising in brand development, marketing strategy, and corporate event experiences. With over a decade of experience in storytelling, design, and live engagement, she helps businesses create brands and experiences that leave a lasting impact. Passionate about meaningful, immersive brand moments, Carley works with organisations to connect digital and in-person experiences through cohesive storytelling. Known for her energy, organisation, and people-first approach, she partners closely with clients to deliver thoughtful, high-quality outcomes that drive engagement, growth, and lasting commercial impact.

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Lowry O'Mahony

Managing Director | MaxPhysio and Pilates

Lowry is a Chartered Physiotherapist, entrepreneur, and founder of MaxPhysio & Pilates, a growing multi-site healthcare and fitness business. She specialises in bridging the gap between clinical rehabilitation and performance, with a focus on strength, longevity, and women's health. Lowry also founded Maxsona, an innovative Pilates reformer company designed to bring clinical precision into studio environments. Passionate about evidence-based health and sustainable business growth, she supports both clients and clinicians in building stronger, more resilient bodies and services. A regular contributor to Newstalk, Lowry shares expert insights on strength training, chronic pain, and overall health and wellbeing.



Ciara Crossan

Founder & CEO | WedPro

Ciara Crossan is the founder and CEO of WedPro, a leading events software company supporting hotels and wedding venues across the UK and Ireland. With over 17 years' experience in hospitality tech, she is passionate about enhancing customer experience and helping venues streamline enquiries, reduce admin, and increase bookings through smart technology. Ciara is a dynamic speaker, hospitality marketing expert, and mentor to female founders, known for her practical insights and engaging style. Her entrepreneurial journey, from bootstrapping to international growth, has earned recognition from organisations including EY Winning Women, Network Ireland, and Enterprise Ireland.



Michelle Johnson and Caroline Bourke

CEO & COO | ASA Brands & ForWare Ltd

Michelle and Caroline Bourke are the second-generation leaders of the ASA Group, founded in 1984 by their parents. Since taking the helm in 2015, Michelle (CEO) and Caroline (COO) have grown the family business into an international operation spanning ASA Brands, a sustainable corporate gifting company, and ForWare Ltd, a specialist fleet management software provider, with operations in Cork, Dublin and Belfast. Together, they balance strong family values with innovation, focusing on sustainability, operational excellence and building a business designed to last.

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The EY Founders Clinic

The EY Founders Clinic is an interactive breakout session where delegates can choose roundtable discussions with experienced founders and business leaders, gaining practical insights, honest advice and valuable connections.



Ciara Crossan | WeddingDates

Talk to me about...

1. B2B software sales
2. Selling to hotels/venues
3. Wedding industry
4. Expansion to mainland UK
5. Managing a fully remote team



Caroline Wilson | Taste & Tour

Talk to me about...

1. Keeping It Real About Partnerships: The Good, the Bad and the Necessary Endings
2. The Courage to Pivot: Leaving a Career to Build Something New
3. Scaling Without Losing Quality
4. Building a Business Through Relationships, Not Transactions
5. Where's great to eat and drink almost anywhere in the world (just kidding)
6. Resilience, Reinvention and Staying Relevant



Caroline Bourke | ASA Brands

Talk to me about...

1. Family Business
2. Succession
3. International Networks
4. Hybrid Sales Team
5. Exporting services

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Carley Quigley | Grey Dog - Marketing & Events Agency

Talk to me about...

1. Running a service based business
2. Marketing strategies
3. Anything events
4. Branding and brand development (& personal brand)
5. Leadership and emotional intelligence



Michelle Johnson | ForWare

Talk to me about...

1. Leadership including team management
2. Family business / succession
3. AI
4. Scaling an Irish Family Business Globally
5. Sustainability



Suzanne Healy | ClearTech Consulting Engineers

Talk to me about...

1. Details - the devil's in it vs don't sweat it
2. Managing our inner critic
3. Working Internationally - culture & other challenges
4. Relationship Management
5. Managing & Leading a small but diverse team

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Lowry O'Mahony | MaxPhysio and Pilates, Maxsona

Talk to me about...

1. Scaling businesses without losing quality or culture
2. Building strong teams and leadership
3. Managing growth, pressure, and burnout
4. Turning expertise into a trusted brand
5. Driving innovation and staying competitive



Bevin Mahon | Dentaltech Group

Talk to me about...

1. Managing teams across multiple sites (Leadership and Culture)
2. Time Management
3. Scaling (from 1 location to 5)
4. Succession Planning (2nd Gen business after exiting my parents successfully)
5. Digital Transformation & Change Management.

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Visit Our Business Support Hub

Get expert advice from business support organisations taking part in the All-Island Female Entrepreneurs Conference Exhibition Space 2026.

Conference Title Sponsor: AIB



www.aibni.co.uk

AIB Group is a financial services group operating predominantly in Ireland and the United Kingdom. We provide a comprehensive range of services to personal, business and corporate customers in our target markets and hold market leading positions across key segments.

AIB NI is a proud champion of local companies and the communities in which we operate. We understand that access to financial resources and support is pivotal to help businesses grow as they continue to adapt and innovate across their operations sustainably.

We adopt a customer first approach and commit to getting to know your strategy, values and longer-term objectives, helping you deliver more sustainable practices and initiatives through our service offering.

AIB NI is honoured to partner once again with Women in Business to deliver the All-Island Female Entrepreneurs Conference. Our team will be exhibiting at the event, please visit us to find out how we can help enable and scale your enterprise.

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www.intertradeireland.com

Key Business Support Hub Partner

InterTradelreland connects and helps businesses across the island to trade cross-border, collaborate, innovate and attract investment. We fulfil a unique role in making connections across the island, facilitating collaboration, and identifying shared policy and all-island opportunities to accelerate economic growth. We have 25 years of experience supporting businesses in both Ireland and Northern Ireland to explore new cross-border markets, develop new and improved processes, products and services and become investor-ready. By providing a range of programmes and initiatives, we assist businesses with securing funding, capacity building, research and exploring their innovation potential. We also provide advice and guidance to help businesses trade cross-border. Established in 1999 as one of the cross-border bodies, InterTradelreland is based in Newry and funded by the Department of Enterprise, Trade and Employment (DETE) and the Department for the Economy (DFE) in Northern Ireland.



Invest Northern Ireland's ambition is to create wealth for the whole community; we will drive a regionally balanced, productive, sustainable, and prosperous Northern Ireland economy by unlocking the potential of businesses across the region. We work with businesses to accelerate their growth by increasing external sales and innovation, creating good-quality jobs, boosting productivity and skills, and reducing carbon emissions. Invest NI is delighted to be key exhibitor at the All-Island Female Entrepreneurs Conference.

www.investni.com



Enterprise Ireland is committed to supporting Irish businesses to grow and scale, and to become global leaders in their field. From start-ups to multinationals, we support ambitious companies at every stage of their journey. Our work starts at home, helping to develop businesses so they can compete in global markets. Across our network of 39 international offices, our expert advisors connect Irish businesses with international opportunities that drive growth.

www.enterprise-ireland.com/en/



Techstart Ventures is a leading investor in seed-stage technology businesses throughout Northern Ireland and Scotland. It provides pre-seed and seed funding to ambitious, early-stage companies, often acting as the first institutional investor. Techstart Ventures also manages a proof-of-concept grant fund for entrepreneurs across all regions Northern Ireland with novel and innovative ideas. This fund is funded by Invest Northern Ireland.

www.techstart.vc

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Network Ireland is a non-profit, voluntary organisation, with over 1,300 members, 17 dynamic branches and a recently launched Virtual Branch. Established in 1983, this is a progressive, dynamic organisation supporting the professional and personal development of women in business across Ireland.

www.networkireland.ie



Local Enterprise Office Louth supports entrepreneurs, SMEs, and micro-enterprises across County Louth through business advice, mentoring, training, networking, and financial supports. The organisation also delivers targeted programmes for women-led businesses, creative enterprises, craft businesses, and SME networking. LEO Louth works with both start-ups and established companies, offering practical guidance to help businesses grow and develop. Businesses can meet the team at their offices or arrange on-site visits for tailored support and advice.

www.localenterprise.ie/louth



Local Enterprise Office Monaghan supports start-ups, SMEs, and micro-enterprises in County Monaghan through mentoring, training, networking, business advice, and financial supports. Working with both new and established businesses, LEO Monaghan helps entrepreneurs develop, grow, and succeed at every stage of their business journey.

www.localenterprise.ie/monaghan



Queen's University Belfast is proud to support the Women in Business Support Hub at the All-Island Female Entrepreneurs Conference. Through innovation, research, and enterprise support, Queen's empowers women entrepreneurs to develop skills, build networks, and grow successful businesses. The university is committed to fostering collaboration, leadership, and inclusive economic growth across the island of Ireland.

www.qub.ac.uk



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Women in Business is the leading network for women in the workplace across Northern Ireland. We provide women with the support, skills and connections they need to start and grow a business or thrive in their careers through the widest range of tailored training and events. Come and see us at the conference and learn about membership with us! Discover the benefits of being a member and learn how to grow your business within our community.

www.womeninbusinessni.com

Thank you to all the business support organisations participating in the All-Island Female Entrepreneurs Conference Business Support Hub. Your expert advice and guidance are invaluable to the entrepreneurial community.