



cré compost SKILLNET

National Compost Conference



Monday 7 November, Horse and Jockey Hotel, Tipperary
10am to 1pm

Keynote Address: Shane McEntee, T.D. Minister of State at the Department of
Agriculture, Food and the Marine

Chairperson: to be confirmed

- 10.00** Registration, Tea/Coffee in Exhibition Area
- 10.30** **The Compost Sector in Ireland**
- ▶ Overview of sector in Ireland
 - ▶ Training available from Cré Compost Skillnet
Percy Foster, Network Manager, Cré Compost Skillnet
- 10.40** **Shane McEntee, T.D. Minister of State at the Department of Agriculture, Food and the Marine**
- 11.00** **The Potential Use of Compost in the Organic Sector**
- ▶ Case studies of growing vegetables using food material compost versus other organic amendments
 - ▶ Is there an demand for compost from the organic sector?
Klaus Laitenberg, Organic Grower and Author of 'Vegetables for the Irish Garden'
- 11.30** Coffee Break
- 12.00** **Technical Characteristics of Compost**
- ▶ Release rates of nitrogen and phosphorus
 - ▶ Nutritional characteristics
Dearbhail NiChualainn, Chief Horticultural Scientist, Bord na Mona Horticulture
- 12.25** **Soil Biology and the Benefit of Using Compost**
- ▶ Soil biology
 - ▶ Case study of compost use in the K Club
 - ▶ Case study of OCAE/WRAP tillage field trial using compost in Enfield, Co. Meath
Gerry Bird, Agronomist, OCAE Consultants

FREE TO ATTEND

Farmers, Growers, Landscapers, GIY – All Welcome

SOCIAL MEDIA TRAINING COURSE IN AFTERNOON - €50

The Cré Compost Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

WHO SHOULD ATTEND

▶ Farmers

▶ Organic farmers

▶ Horticulturalists

▶ Landscapers

WHY ATTEND

- ▶ Learn the latest Minister McEntee has to say about the farming, organic and horticultural sector in Ireland
- ▶ Learn about how compost is made and what its nutritional characteristics are
- ▶ Case studies of using compost in the K Club, tillage farming and in the organic sector in Ireland
- ▶ Soil biology and the role compost can play
- ▶ Exhibition from different compost sites with displays of compost
- ▶ Launch of Cre Compost Skillnet Factsheets on Using Compost in the Organic, Landscaping and Turf sectors

COMPOST PRODUCTS EXHIBITION

Many compost sites across the country will have displays on how they produce compost and displays of the different range of composts they sell.

SPEAKER PROFILES

Shane McEntee, T.D. was appointed Minister of State at the Department of Agriculture, Food and the Marine with special responsibility for Food Safety, Forestry and Horticulture on 10th March 2011. The Minister is a native of Nobber Co. Meath and was first elected to Dáil Éireann in the Meath bye-election in 2005. The Minister was re-elected to Dáil Éireann in May 2007 and was appointed Deputy Spokesperson on Transport with special responsibility for Road Safety followed by Deputy spokesperson on Agriculture, Fisheries and Food with special responsibility for Food and Fisheries.

Gerry Bird (OCAE Consultants) is an Agricultural Science graduate. He has worked with Bayer, as Field trials and Technical manager. He then commenced his own independent Crop Consultancy and Field trials operation in 1986. He presently manages Crops and Landbank management on 9,000 ha of arable crops. He does contract field trials research on arable crops, amenity and forestry. Gerry was the lead researcher on a three year Waste and Resource Action Programme (WRAP) sponsored winter wheat crop trials using compost in Ballinderry Farm and a Cré/WRAP sponsored compost top dressing trial at the K Club Golf Course.

Klaus Laitenberger has been growing organic vegetables for over twenty years in the UK and Ireland. He was running a four-acre organic market garden in England before moving to Ireland in 1999 where he was the Head Gardener at the Organic Centre in Rossinver, Co. Leitrim for seven years. He then took on the challenge to start the garden restoration in Lissadell House in Co. Sligo. For the last few years he works as a self-employed trainer, mentor and consultant in organic horticulture. Last year he completed his PgDip in Organic Farming (SAC Aberdeen and University of Glasgow). As part of his thesis Klaus conducted vegetable crop trials using Envirogrid's compost. His first book, Vegetables for the Irish Garden, is now available. The book will be of interest for anybody just starting to grow a few vegetables for the first time as well as for the more advanced gardeners.

Dearbháil Ní Chualáin leads the research and development team within the horticulture division of Bord na Móna. She is currently studying to PhD level a composting and growing media project based on the conversion of a waste product into a high value end product, suitable for the horticulture industry. Dearbháil has also published several papers on composting, and growing media properties, regularly presents scientific data on an international and national forums and has been responsible in part for the development of a method for the detection of stability in compost, which has been accepted as an EU standard method. She holds a degree in Biotechnology from DCU, and has recently completed a course in statistics from University College Dublin (UCD). Currently she is serving as a country representative for the European Committee for Standardization (CEN) on a working group (WG4) specialising in the standardisation of analytical methods for compost analysis. She is a member of Cre since 2001, and more recently a member of the Board of Directors, also serving on the Technical committee, has worked with Waste and Resources Action Programme (WRAP) and the National Standards Authority of Ireland (NSAI) on the creation of compost and growing media standards and a best practice guide for the industry within Ireland and the UK.

FREE TO ATTEND

▶ The event is free; however people have to fill in a booking form.

TO MAKE A BOOKING CONTACT:

Percy Foster, Cré Compost Skillnet, Po Box 13, Dundalk, Co. Louth, E: percy@cre.ie M: 086 8129260

Refreshments

Coffee breaks and a hot lunch will be provided to all participants.

Accommodation at the Horse and Jockey Hotel: Single B&B €70

Location Directions: When you get of the M8, head towards the Horse & Jockey, at the T junction in the village, turn right and the hotel is on your left. The major cities of Dublin, Cork, Limerick and Galway are all within a 1.5 hour drive.

Social Media Training Course

Monday 7 November, Horse and Jockey Hotel, Tipperary

2pm-6pm

This course is suitable for compost operators, farmers and business owners and managers who are looking to manage their social media in-house or need a good understanding of it so they can source the right person for the job.

Course Objectives:

At the end of the day each participant will:

- ▶ Be aware of the most popular social media platforms, concentrating on Facebook, Twitter, YouTube, & LinkedIn
- ▶ Understand how to set up and use Google AdWords to drive quality traffic to their website and convert a large percentage to sales or leads.
- ▶ Understand the different ways to use digital marketing and social media to promote their business and brand
- ▶ Be able to develop a digital marketing and social media strategy for their business
- ▶ Understand viral marketing and how to take their clients "word of mouth" online
- ▶ Be able to create an e-calendar of activity

Course Content:

- ▶ Introduction to social media and digital marketing and how it can assist with customer relationship management
- ▶ Introduction to social media platforms including Facebook, Twitter, YouTube and LinkedIn and how to use them effectively.
- ▶ Setting up accounts – a walk through the step by step process of setting up the account and completing their profile.
- ▶ How to write for social media to ensure it is effective and promotes interaction
- ▶ SEO – how social media activity can impact your search engine optimisation performance
- ▶ Viral marketing – what is it and how to use it
- ▶ Syncing accounts – learning how to sync all accounts together to reduce the amount of work required on each platform
- ▶ Introduction to Hootsuite. This online programme facilitates easy management of their social media activity from one platform.
- ▶ How to set up a Google AdWords campaign for optimum results – from setting up an account, choosing target key phrases, writing ads and monitoring
- ▶ Case studies – showcasing relevant compost facilities using social media tools

Course Agenda:

Module	Time	Method/Notes
Introduction to Trainers and Participants	15 mins	Short introduction from each participant to find out who they are and their current online activity
Introduction to Social Media	15 mins	Talk & show short video
Facebook	60 mins	Talk using power point presentation. Facebook is the most popular tool. Previous experience shows that it will dominate a large part of the day
Twitter	45 mins	Talk using power point presentation.
YouTube	30 mins	Talk using power point presentation.
LinkedIn	30 mins	Talk using power point presentation.
AdWords	30 mins	Talk using power point presentation.
Wrap-up	15 mins	Final recap on earlier points and Q&A.

TRAINER

The course will be delivered by **Sandra Hennessy of Dynamic Web Marketing**.

Sandra holds the NUI Certificate in Training and Continuing Education and has over 9 years' experience in digital marketing and in developing user-friendly, accessible websites. Her primary areas of expertise are search engine optimization, social media in business and best practice website development. In August 2010 Sandra decided to go it alone and set up her own business Dynamic Web Marketing, with the aim of providing low cost online marketing services and training. The business has gone from strength to strength and Sandra undertakes online marketing on behalf of a large portfolio of clients and currently provides e-business supports, training and mentoring through the Irish Internet Association, Irish Times Training, Enterprise Boards, Fáilte Ireland and third party training agencies/companies.

Recent training projects include:

- ▶ Social Media Skillnet – Introduction to Social Media July 2011
- ▶ Razorcoast Online Marketing Training Sept 2011 – Dec 2011
- ▶ Fáilte Ireland Online Marketing Training Sept 2011 – Dec 2011
- ▶ Meath Partnership – Social Media Training Sept –Oct 2011
- ▶ Meath County Enterprise Board– Social Networking Workshop – June 2011
- ▶ SEO – Irish Times June 2011
- ▶ CITA Skillnet – delivery of Social Media training workshop – May 2011
- ▶ Delivery of e-marketing training for TLN (Tourism Learning Network) in Dublin - Fáilte Ireland initiative –April 2011
- ▶ Delivering social media workshops for TLN (Tourism Learning Network) in South West – Fáilte Ireland initiative – Jan 2011
- ▶ SEO module of Irish Internet Association Digital Marketing Diploma (in conjunction with Irish Times Training) in 2010 & 2011
- ▶ Online marketing mentoring & training for Tipperary SR County Enterprise Board 2010 & 2011
- ▶ Online marketing training & mentoring for South Dublin County Enterprise Board 2010 - 2011
- ▶ Delivering Fáilte Ireland web check and web marketing initiative in the Dublin and South East Region – late 2008 to present
- ▶ Plato – delivering a talk on "An introduction to online marketing" 2010
- ▶ Online marketing mentoring for Westmeath County Enterprise Board 2010
- ▶ Seminar on Social Media at Enterprise Board annual meeting in April 2010
- ▶ Opportunities in e-business – seminar for Laois Enterprise Board and IIA in 2009
- ▶ Delivering online marketing workshops & mentoring for TLN (Tourism Learning Network) in West – Fáilte Ireland initiative – late 2009
- ▶ Delivery of web build workshops for community groups for several LEADER companies – 2005

COURSE FEE

- ▶ The course fee for members of Cré Compost Skillnet, farmers, landscapers is €50
- ▶ Free places available for unemployed people

BOOKING

Eligible People for Skillnet Funding: People who have companies in the Republic of Ireland are eligible for Skillnets funding. Public or voluntary sector entities are ineligible for Skillnets funding.

Farmers, Growers, Landscapers: Farmers, growers, landscapers are welcome to attend the training course for €50.

Free Training for Unemployed: There are a limited number of free places available on the training course for unemployed people.

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