

Overhauling your Commercial infrastructure to make Marketing perform for your business

14th September 2017



Ireland's most influential and largest business
representative organisation



Working on your behalf - the fast facts



Reasons for change....

2009 – 2013: What was happening around us?

- Global Recession – Ireland was hit particularly badly.
- Our Brand was becoming tired and seen as part of the establishment.
- Our members were beginning to question the value of their fees.

Impacts

- Decline in core membership income and a reduction in new business.
- Reduction in income through training and sponsorship

“Perception surveys in 2011 and 2013 painted a picture of an Ibec struggling to demonstrate its effectiveness and average in its positioning with stakeholders.”

The transition from “not for profit” to “not for loss”



Ibec – Rebranding and Repositioning

Authoritative, Dynamic, Modern

Ibec Master Logo
Past & Present



From a House of Brands.....

Ibec Sectors - Original Logos



To a Branded House.

Ibec Sectors - Revised Logos

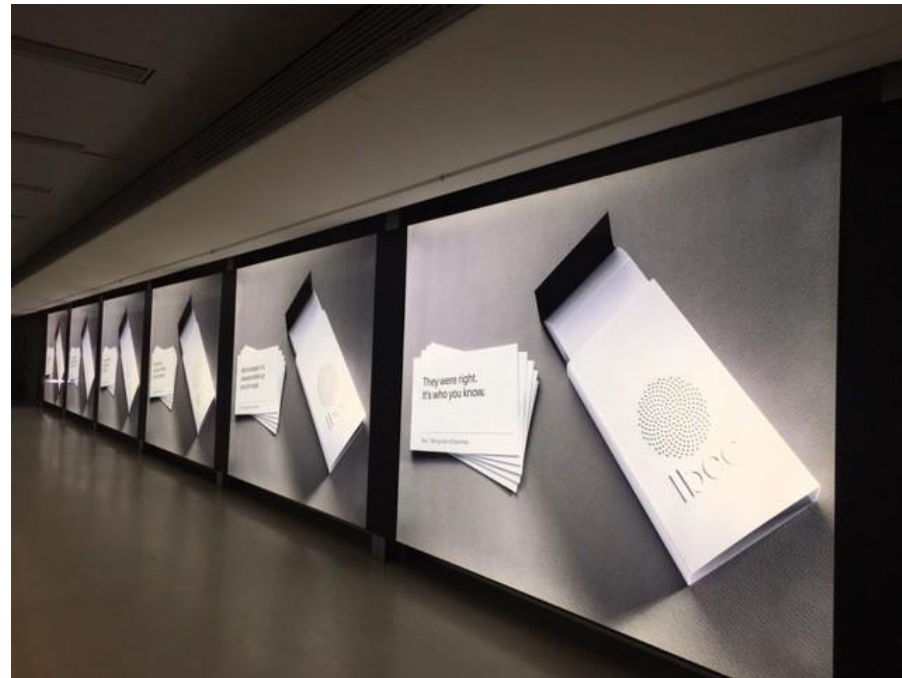




Airport



Departure corridor



Arrivals corridor

Press

Dublin International Film Festival

We preview the best movies

OSWINE



The new slave trade

Christina Lamb on Europe's missing child migrants

FINA ACNE



Decent proposal

Where's the best place to pop the question?

OWEN



OF 10, 044 • FEBRUARY 12, 2017 • THROUGH TIMES 16 RAIL €4 (incl. Vat) • 11.00.00

THE SUNDAY TIMES

Flanna Fail opens 11-point lead over Fine Gael

By John O'Connell

THE 11th day of the election campaign has seen a significant swing in the polls. The latest survey by the Sunday Times shows that the Fianna Fáil lead has widened to 11 points, up from 8 points in the previous survey. This comes as the campaign enters its final stages, with both major parties vying for the support of undecided voters. The survey also indicates that the public is becoming increasingly disillusioned with the current political establishment, leading to a surge in support for smaller parties.



IRELAND ON CLOUD NINE

O'Sullivan told journalist met 'abused' girl

By John O'Connell

JOHN O'SULLIVAN, the former Taoiseach, has been accused of abusing a young girl. The accusation was made by a journalist who claimed to have been in a relationship with the former leader. O'Sullivan has denied the allegations, stating that the relationship was consensual and that the girl was not a minor at the time. The case has sparked a national debate on the treatment of women in politics and the role of the media in reporting such incidents.

Bannon's ex-wife in Aer Lingus ban

By John O'Connell

THE ex-wife of a prominent businessman has been banned from Aer Lingus flights. The ban was imposed after she was found to be in possession of a prohibited item on board a flight. The airline stated that the ban was a temporary measure and that she was allowed to travel again after a period of time. The incident has raised questions about the airline's security procedures and the handling of passengers.

Mna na hEireann say no to Trump

By John O'Connell

MEANWHILE, the Irish Members of Parliament (MEPs) have voted to oppose Donald Trump's policies. The vote was a clear statement of Ireland's stance on the new administration's approach to international relations. The MEPs expressed their concerns about Trump's rhetoric and his potential impact on global stability. The vote was a significant moment in Irish political history, showing the country's commitment to democratic values and international cooperation.

With us in your corner, you're better equipped to come out fighting.

Call: 01-234-5678




Prize property

Herbert Park beauty for €3m

Property



Carry on

Stephen Rea on the poet's penchant for dirty jokes

Arts, page 12



Joanne Cantwell

Passion for presenting

Opinion



THE IRISH TIMES

Sunday, February 12, 2017
€10.00 (incl. VAT)
11.00.00

Children's hospital to be most expensive

By John O'Connell

THE cost of treating children in hospital is set to rise significantly, according to a new report. The report highlights the increasing demand for specialist services and the need for more resources. It also points out that the current funding levels are insufficient to meet the needs of the growing population. The report calls for a comprehensive review of the healthcare system to ensure that children receive the best possible care.



One of a Millionaire's Medical Charities helps to fund the work of the charity.

By John O'Connell

Kenny to decide future after US visit

There is a real possibility that the future of the Irish Republic will be decided by the outcome of the upcoming US election. The Irish government is closely monitoring the situation and is preparing for various scenarios. The outcome of the election could have significant implications for Ireland's relationship with the United States, particularly in terms of trade and security. The government is committed to maintaining a strong and independent Ireland while also fostering good relations with its neighbors.

Surge in UK firms registering in Republic

By John O'Connell

There has been a significant increase in the number of UK companies registering in Ireland. This is due to the favorable tax environment and the skilled workforce available in the country. Many UK firms are looking to expand their operations in Ireland and are taking advantage of the various incentives offered by the government. This trend is expected to continue as more companies recognize the benefits of doing business in Ireland.

Pharmaceuticals

By John O'Connell

The pharmaceutical industry in Ireland is facing new challenges. With the introduction of generic drugs and the pressure to reduce costs, many pharmaceutical companies are struggling. The industry is calling for government support and is working to ensure that patients continue to have access to the medicines they need. The government is committed to supporting the industry and is working to create a favorable environment for innovation and growth.

Go ahead, work smarter. A better business plan is what you need.

Call: 01-234-5678



Weather

Forecast for the week ahead



Home News

Latest news from the home



World News

Global news and events



Business + Technology

Latest news from the business and technology sectors



Sports Thursday

Latest news from the sports world



The Commercial Transformation pillars



Three bullseye target members

A recognised national business leader

A forward thinking HR Director

An entrepreneur leading a high potential company



Member Experience Programme



The Technology Transformation

Data and
Information
Strategy and
Architecture

CRM

CMS/ Digital

Knowledge
and Doc Mgt

The 2016 survey illustrates an Ibec which is much more confident in itself, demonstrating leadership and well positioned with stakeholders.

“A more bold Ibec has helped to redefine the organisation.”

“Ibec are very accessible and a good source of information.”

“Definite improvement in past 2/3 years and are now the clear voice of business in Ireland.”

“More confident Ibec has emerged in recent years and perception amongst stakeholders is much more positive.”

“It is a vibrant organisation and has moved on from Social Partnership.”

Thank you for listening



Ibec
For Irish Business

