

## Brian Cody to speak at Smart Business Show

By Grainne Rothery

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Kilkenny hurling manager Brian Cody has been confirmed as one of more than 60 speakers to address the Smart Business Show, which takes place at the RDS on 22 and 23 April.

The event, which is sponsored by Vodafone Ireland, aims to help businesses connect, network, and create opportunities with new suppliers and potential customers as well as discover smarter ways of doing business.

Visitors will also be able to hear from a range of speakers and take part in workshops on various themes.

Cody will deliver his keynote talk at 1.30pm on 22 April, when he will give an insight into his career, tips on making the transition from player to manager and advice on how the skills and experiences of sport can be transferred to business.

“SMEs are key to the future of the Irish economy,” said Cody at the show’s press launch. “I’m delighted to be speaking at the Smart Business Show because it will genuinely give business people an insight into increasing their networks and how to grow their business.

“Many of the skills and experiences gained in sport are the same as those you need to succeed in business. I am really looking forward to sharing my experiences and to explaining these many parallels.”

Cody joins over 60 industry leaders and thinkers over two days on a range of topics, all of them designed to help businesses succeed and grow. Topics include networking, entrepreneurship, technology, digital engagement, exporting, sales generation, communications and marketing.

Other speakers at the show will include: Finn Goulding, CIO, Paddy Power; Julia Hobsbawm, world’s first professor of networking; Brian Corish, head of digital, Vodafone; Will King, founder of King of Shaves; John Mullins, associate professor of management practice at London Business School; Louise Phelan, VP of global operations at Paypal; Eddie Esposito, international expert in referral marketing; Peter Casey, former Dragon’s Den investor; and Runa Sandvig, Forbes contributor.

The event will also include over 150 exhibitors.



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Pictured: Kilkenny hurling manager, Brian Cody with Gareth Quinn, commercial director, Smart Business Show and Brian Corish, head of digital, Vodafone Ireland.

It's the first time the Smart Business Show will take place in Dublin. It follows an event in Belfast's Odyssey Arena in 2014, which attracted more than 3,000 visitors and delegates.

Partners include Enterprise Ireland, Irish Exporters Association, Institute of Directors, SFA, Isme, ICS, CIPD, the Digital Marketing Institute and the Sales Institute.

The show has an entry charge of €30.

<http://www.businessandleadership.com/small-business/item/50307-brian-cody-to-speak-at-smar>