IrelandCon

THE IRELAND CONFERENCE

PROGRAM

LOS ANGELES : THURSDAY 1ST NOVEMBER 2018

OFFICE OF THE GOVERNOR

October 26, 2018

Ireland Week

On behalf of the State of California, I welcome you to the 2018 Ireland Week festivities in Los Angeles, California.

Ireland Week is an opportunity to strengthen the connections between Ireland and Los Angeles, highlight the important business links that already exist and to showcase the best of Irish culture and creativity.

I applaud the organizers of Ireland Week and thank those who have brought this showcase of Irish creativity to Los Angeles, a global center of entertainment and creativity.

Best wishes for an educational and entertaining event.

Sincerely,

EDMUND G. BROWN JR.

“This is Ireland: a land of conversation, opportunity and creativity”

Welcome everyone to the return of IrelandWeek for 2018. We are deeply humbled to return this year after the sell out success of last year’s events. The sense of welcome and connectivity around the events and the desire by all participants to make it a success is what drove us to return this year bigger and better.

Our expansion this year welcomes our friends from Irish Screen America, who become a most welcome addition to the IrelandWeek family with a breathtaking program of Irish film over the opening weekend of IrelandWeek.

At the heart of the week is our IrelandCon showcase conference. Rebranded and expanded to give a 32 county view of what is happening on the island of Ireland, in tech, trade, arts, and innovation. We are extremely proud of the lineup of speakers and guests that have agreed to take part this year. With a move to the emerging Silicon Beach area of Los Angeles we are particularly grateful to the open arms welcome from everyone at LMU and their stunning new campus space for their state of the art Film and TV school at The Brickyard.

Bringing a returning event after year one’s success adds its own pressures to succeed and surpass the previous year, and Co-Founders Deirdre O’Neill Machin and Buzz O’Neill - Maxwell are grateful and humbled by the full backing, support and encouragement of our Taoiseach (Prime Minister) Leo Varadkar, and the Irish Government and the supportive role his office and staff have played.

The Irish government’s commitment to IrelandWeek and IrelandCon manifests itself in the open door treatment from every single Dept and Government agency, not least the 360º approach the Dept Of Foreign affairs has taken especially though the Consulates office here in California in San Francisco. We look forward to developing an even closer connection when the new consulate opens here in Los Angeles in 2019.

A special mention of thanks must go to Consul General Robert O’Driscoll. His vision, drive and at times 24 hour accessibility is why we are here today. We say thanks, “Sláinte” and we raise a glass to him and all in the SF office. We also profusely thank all of our sponsors and partners in this endeavor.

We trust you will experience and enjoy all facets of modern Ireland over the week, and return again once more next year to be greeted by old friends and new acquaintances galore.

Go Raibh Mile Maith Agat,

Deirdre O’Neill Machin and Buzz O’Neill - Maxwell

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Embassy of Ireland

As Ambassador of Ireland to the United States and Consul General of Ireland to Western United States, we are delighted to extend a warm welcome to you to *Ireland Week 2018*.

Ireland Week this year takes place against the backdrop of the decision by the Government of Ireland to open a new a Consulate General of Ireland in Los Angeles in 2019. This is the first expansion of Ireland's diplomatic network in Western US since 1933, which is part of the Government's *Global Ireland* strategy – the most ambitious renewal and expansion of Ireland's diplomatic presence ever taken, with the objective of doubling the impact of Ireland's Global footprint by 2025.

Throughout *Ireland Week*, you will encounter the best of Ireland's creative sector and you will see and hear compelling examples of Ireland's creative and entrepreneurial flair. This includes some of the best contemporary Irish artists and musicians.

Ireland Week is an important opportunity to celebrate the strong links between Ireland and Los Angeles, to showcase the very best of Irish enterprise, culture and creativity, and to look forward to further deepening the already strong connections between our innovators, our entrepreneurs and our artists.

IrelandCon will focus on the creative and technology sectors – two sectors where there is significant complementarity between Ireland and Los Angeles. The conference will also consider the challenges of trading internationally and the opportunities that Ireland offers as a committed member of the European Union, and Southern California as one of the largest markets in the world's biggest economy.

We wish to welcome the partnership for the conference with Loyola Marymount University in their new Playa Vista campus in the heart of Silicon Beach. It is a fitting venue for the conference, reflecting both the deep Irish heritage in Los Angeles and the potential for new collaborations that will infuse our relationship with new vigour, and in so doing enrich our respective societies.

We wish to congratulate the organisers of *Ireland Week* and to thank all of those who have contributed to the creating this showcase event for Ireland in Los Angeles.

Go n-éirí go geal le *Seachtaine na h-Éireann*.

H.E. Daniel Mulhall

Ambassador of Ireland

Hon. Robert O'Driscoll

Consul General of Ireland

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Consulate General of Ireland

Representing Ireland in the Western United States since 1933

The Consulate General of Ireland in Western United States is based in San Francisco, California and represents the Government of Ireland across eleven U.S. states.

The Consulate's mission is:

- To serve **our people** through the provision of high quality consular services, supporting Irish diaspora organisations and promoting Ireland's unique cultural heritage
- To advance **Ireland's prosperity** by promoting Ireland's economic interests, working with Enterprise Ireland, IDA Ireland, Tourism Ireland, Screen Ireland and Irish business organisations in the Western United States
- To maintain and develop the **deep connections** between Ireland and Western United States

Visit us at: www.dfa.ie/irish-consulate/sanfrancisco/
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MUSIC FROM IRELAND SHOWCASE
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8pm – 11pm

Culture Ireland promotes and advances Irish arts worldwide, strengthening Ireland's cultural profile and global reputation and increasing career opportunities for Irish artists globally.

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2018 Agenda

IrelandCon
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Time	Event	Description	Speakers
8.30 - 9.20am	**Networking Continental Breakfast**	**Breakfast sponsored by LMU**	
9.20 - 9.30am	**Dean Robbin D. Crabtree. Ph.D**	***Welcome Address***	**Robbin D. Crabtree, Ph.D., Dean of the Bellarmine College of Liberal Arts at LMU**
9.30 - 9.40am	**Consul General of Ireland to Western USA, Robert O'Driscoll**	***Welcome Remarks***	**Robert O'Driscoll, Consul General of Ireland to Western USA**
9.40 -10.20am	**The New World Order: Doing International Business in a rapidly changing environment**	***Discussion on GDPR/Privacy, Brexit and International Trade***	**Oisín Tobin, Partner Mason Hayes & Curran: Stephen Cheung, President, World Trade Center: Chris Thornberg Ph.D, Beacon Economics: Robert O'Driscoll, Consul General of Ireland to Western USA: Conor Houston, Strategic Business and Government Advisor**
10.20-11.00am	**The Innovation Journey from Ireland to Los Angeles**	***Success stories & challenges facing Irish companies & executives navigating the US market***	**Dr Brian Moore, Co-Founder and CEO of Orreco: Mick Kiely, CEO and Founder, Xhail Technologies: Hannah Dobson, VP Entertainment and Media, Enterprise Ireland**
11.00 - 11.20am	**Networking Coffee Break**		
11.20 - 11.30am	**Deputy Mayor of International Trade, Nina Hachigian**	***LA as a leader in International Trade***	**Deputy Mayor of International Trade, City of Los Angeles, Nina Hachigian**
11.30 - 12.05	**Think Big - Funding**	***Expert's take on funding on a world stage***	**Shruti Shah, Entrepreneur in Residence, Silicon Valley Bank: Wes Nichols, Partner, Upfront Ventures: Jacinta Tobin, CMO Hustle: Mary McKenna, Tech entrepreneur, investor, speaker, blogger, MC**
12.05 - 12.45pm	**Disrupt, Scale, Globalize**	***How start-ups cultivate rapid success***	**Naoise Farrell Director of Finance, Clutter: Linda Thomas, Senior Strategic Growth Manager, Compass: Michelle Loughran, Vice President, IDA**
12.45 - 2.00pm	**Networking Lunch**	***In n Out truck for the full LA lunch experience. Food + Network!***	

2.00 - 2.15pm	**Connecting Modern Ireland: an IrelandWeek success story**	***CWB's Joe Clarke on how IrelandWeek networking led to a 2018 success story***	**Joe Clarke, Co-founder, CWB**
2.15 - 2.30pm	**Featured conversation on Ireland's production tax incentives**	***Brian O'Leary, SVP, NBC chats with James Hickey, CEO, Screen Ireland on the new Irish tax incentives***	**James Hickey, CEO, Screen Ireland: Brian O'Leary, SVP NBC, Tax Counsel, NBC Universal Cable Productions**
2.30 - 3.10pm	**Location Ireland**	***The growth of TV, film production and the knock on effect on tourism and the economy***	**John Corser, VP Production, NBC Universal Cable Productions; Brian O'Leary, SVP, Tax Counsel, NBC Universal Cable Productions: Jay Roewe, Senior VP West Coast Production, HBO: Niall McKay, Media Factory, Irish Screen America**
3.10 - 3.30pm	**Networking Coffee Break**		
3.30 - 3.50	**Keynote Interview: where music meets Film and TV**	***Jim Carroll interviews John Houlihan, SVP Fox Music***	**John Houlihan, SVP Fox Music, Jim Carroll, Journalist.**
3.50 - 4.15pm	**Celebrating Creativity and Innovation**	***Kieran Hannon delves into what innovation and creativity brings to three very different companies.***	**Skarpi Hedinsson, Chief Technology Officer, LA Stadium & Entertainment District: Owen O'Donoghue, Facebook: Maire Sogabe, Pacific Gas & Electric: Jeroen Dankbaar, Experience Center Manager at Smurfit Kappa North America: Kieran Hannon, CMO, Belkin**
4.15 - 4.50pm	**Women in Entertainment**	***Clearing The Hurdle: Successful women in Entertainment and their journeys***	**Nora Ryan, Chief of Staff, Epix: Marianne Grant, Representing the Motion Picture Association: Kirsten Sheridan, Producer/Screenwriter: Maggie Murphy, Producer, Associate Professor LMU School of Film and TV**
4.50 - 5.05pm	**Final Remarks**		
5.15 - 7.30pm	**Networking Reception**	***LA Stadium & Entertainment Experience (4th floor of Belkin Building next door)***	
7.30pm - late	**IrelandCon After Hours additional networking**	***Hatchet Hall - The Old Man Bar- 12517 W. Washington Blvd. Culver City***	

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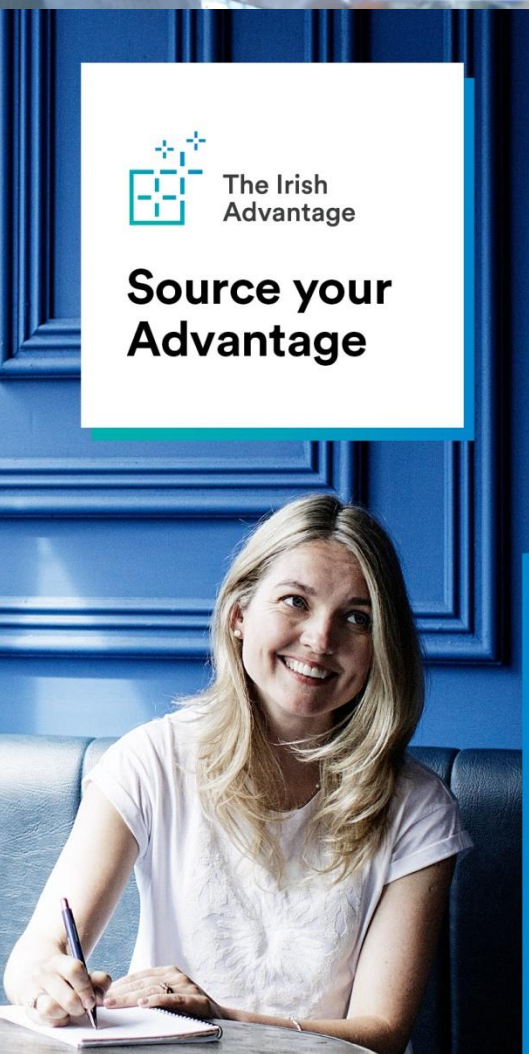

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Photo: Brian Farrell

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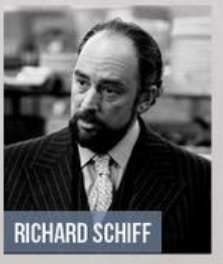

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Irish Stout Cheese Stuffed Burgers

Serves 4

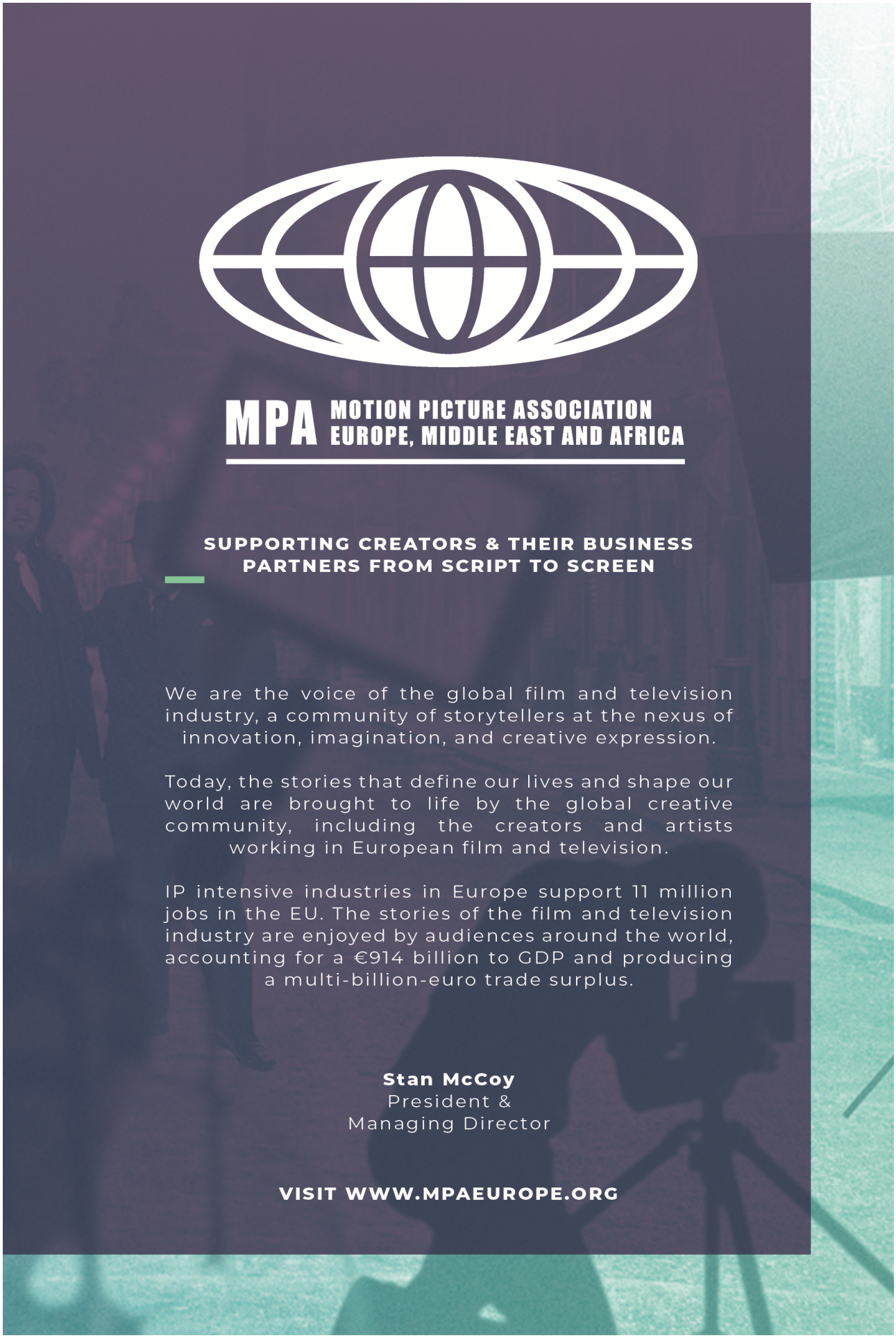
Ingredients

1 1/2 lbs ground beef, 85% lean
1 shallot, finely chopped
1 tablespoon olive oil
1 tablespoon parsley, chopped
1/4 cup Worcestershire sauce
3/4 teaspoon salt
1/2 teaspoon ground black pepper
3/4 cup Dubliner with Irish Stout Cheese
4 hamburger buns, toasted

Garnish:
Micro greens
Tomato slices
Mayonnaise

Method:

1. Sauté shallots in oil for about 5- 7 minutes until translucent. Mix in a bowl with beef, parsley, Worcestershire sauce, salt and pepper.
2. Divide into 8 thin patties. Place a tablespoon or a bit more cheese in the center of 4 patties.
3. Top with remaining patties and lightly pinch around the edges to seal.
4. Grill burgers over a medium high heat and cook for about 5 minutes each side.
5. Assemble : Place tomato on mayo'd bottom bun, then beef patty, a small handful of micro greens and top with mayo'd bun.



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Stan McCoy
President &
Managing Director

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Chocolate Caramel Walnut Pie

Serves 6

Ingredients:

1 cup sugar
1/4 cup water
1 1/2 cups whipping cream
12 oz. semisweet chocolate
1/4 teaspoon kosher salt
2 tablespoons unsalted butter
2 teaspoons vanilla extract
2 cups walnuts, toasted
1 - 9-inch baked pie crust

Method:

1. In heavy saucepan, heat sugar and water on medium-high until sugar dissolves and turns amber in color, this will take about 15 minutes.
2. Heat 1 cup of heat cream. Reserve the rest for whipping later.
3. Remove saucepan from heat. Stir in warm cream until a smooth caramel forms. Stir in chocolate, salt and butter. Stir in vanilla extract and the walnuts, keep some on the side for sprinkling later.
4. Pour warm chocolate filling into pie shell. Cool. Place in fridge for at least 3-4 hours to set.
5. When ready to serve. Whip remaining cream, spread on top and sprinkle with remaining chopped walnuts.

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