



Spring into Armagh for Saint Patrick's Shopping!

To celebrate the St. Patrick's festival in Armagh many shops are offering fantastic Spring savings. A total of 22 stores will be offering discounts and offers from Monday 14th March until Saturday 19th March and promotional flyers will be distributed shortly.

Open Up...

Businesses are strongly encouraged to open on Saint Patrick's Day this year for what is sure to be a very busy day with a crowd of up to 15,000 expected to gather in the City Centre from midday for celebrations and entertainment, and to line the route of the traditional Saint Patrick's Day Parade.

Lift Your Shutters...

If, for whatever reason, businesses cannot open on St. Patrick's Day then we would encourage you to lift your shutters so that at least visitors will be able to browse your windows and hopefully return to Armagh at a later date to indulge in some retail therapy.

Traffic Restrictions...

Please be reminded that Market Street will be closed to traffic from 6.45am - 7pm. The main parade will be passing through Ogle St. and Thomas St. from 2.30pm – 4pm. No parking will be available along the parade route until after 4pm.



Saint Patrick's Window Dressing Competition launched

The Ulster Gazette in conjunction with Armagh City and District Council and Armagh City Centre Management are offering City Centre Shops the opportunity to win a fantastic prize in the first ever Saint Patrick's Window Dressing Competition.

With the Saint Patrick's festival this year set to be bigger and better than ever, businesses are being encouraged to get into the spirit of things by dressing up their shop window under the theme of '**All things bright and beautiful**' which is also the theme for this year's parade in the city.

Judging will take place on Saint Patrick's Day by an independent adjudicating panel and the winning business will receive a **free advertorial** in the Ulster Gazette and a **celebratory meal voucher for the Owner / Manager & 5 staff** at the Rainbow Restaurant.

If you would like to enter the window dressing competition or participate in this year's parade please contact Martin O'Neill, City Centre Manager on 028 3752 9631 or email martin.oneill@armagh.gov.uk



Belfast Continental Market set for Armagh

The Belfast Continental market is set to visit Armagh from 14th-15th May as part of its tour of Northern Ireland. The Belfast Continental Market has established itself as a very recognisable and reputable brand so we are delighted that Market Place Europe, the management company of Belfast Continental Market, has chosen to visit Armagh.

The Continental Market consists of a range of food, drinks and crafts which will bring added colour, vibrancy and footfall to Armagh during mid-May. The emphasis is always on "quality" and we are working with Market Place to ensure that the right event is created for our City centre.



Let's get Online!

The Logon NI interactive broadband mobile unit is coming to Armagh from April 4th – 8th and this is a fantastic opportunity for local businesses to avail of free Online training and support to get your business online.

More and more businesses are realising the benefits of getting their business online to enable them to reach a broader market in a fraction of the time and cost it would take with other marketing methods!

Logon NI Mobile Unit to visit Armagh...

We are delighted to announce that the Logon NI Mobile Demonstration Unit will be coming to Armagh from **April 4th-8th April**. The Logon NI Mobile Unit is equipped with the latest technology, including a satellite broadband internet connection, and will be manned by several experienced advisors.



This is a fantastic opportunity for local businesses to get your business online and / or set up a social networking page.

Logon NI Seminar & Workshop

During Logon Ni's week long presence in Armagh local businesses will be able to avail of expert practical assistance to get their business online via a website and/or social media site. For businesses that are unable to attend the Logon NI mobile unit, a seminar and follow-up workshop has been arranged for **Wednesday April 6th in Dobbin Community Centre at 6pm** when the following topics will be covered:

Why and how to use online marketing

- Why a business should be using the internet to market their business
- What is a good website
- How to make the best of a website

Selling online

- Why you should consider online selling
- Options of selling online

Social Networking

- What is Social Networking
- The benefits to a business of using social networking
- Types of social networking & Demonstrations of each



Visit www.logon-ni.co.uk for further information.

Apple iPad up for grabs in Local Marketing campaign



Win an Apple iPad

16GB

Don't miss this opportunity
to win an iPad

Simply go to www.armagh.co.uk
and enter the competition.
Turn to page ?? for more information.

 Join Visit Armagh on Facebook

An iPad is up for grabs in a FREE competition to mark the beginning of a new campaign to encourage Armagh City and District residents to stay local this Easter.

With Easter just around the corner Armagh City and District Council has launched its Local Marketing Campaign to encourage local residents to 'stay and play' in Armagh – and discover that they don't have to go far to have a great day or evening out and save time, money and petrol whilst supporting local jobs.

How to enter: Simply go to Facebook (Visit Armagh) or www.armagh.co.uk and tell us "What you love about Armagh". The closing date for entries is Wednesday 23rd March at 12noon. See website for Terms and Conditions.

Follow us on Facebook

Make sure you keep up to date with everything that's on in Armagh City and District from shows and events to music and shopping promotions, just sign up at www.armagh.co.uk or follow us on Facebook at "Visit Armagh".



Like Visit Armagh
on Facebook

Coach Drivers Reward Scheme

Coach Drivers are set to benefit from a new incentive to encourage more coaches to Armagh with the Coach Drivers Reward Scheme. When visiting Armagh City with a group of 15 or more visitors Coach drivers will be entitled to a food voucher to the value of £15 which can be redeemed in several participating cafes and restaurants across the City. The voucher can be used for breakfast, lunch, a coffee stop or dinner.

The voucher can be collected from the Armagh Tourist Information Centre, 40 English Street, Armagh. All that is required is the coach company details, name and any official identification. The vouchers have no monetary value and are valid until 31st December 2011. Terms and conditions apply. For further information please contact: Armagh Tourist Information Centre.



iGUIDE ARMAGH

iGuide Armagh is a web and mobile phone enabled technology that acts as a directory for the whole of Armagh city. iGuide offers you Armagh at your fingertips and is Armagh's official and free mobile application.

iGuide provides mobile users driving through or traveling to Armagh with quick access to deals and coupons. iGuide offers business owners the opportunity to implement a mobile strategy for their business.

Visit www.iguidearmagh.com for more information or to add a listing for your business.

Free Local Business Seminars

Southern Regional College Cultivate Programme

Event: ***Effective Marketing***

Date: 02 March 2011

Time: 6pm - 9.30pm

Location: Southern Regional College Armagh, Lonsdale Campus

Cost: FREE

South East Economic Development (SEED) Programme

Event: ***Pre Enterprise Workshop 4 - Pushing The Limits - Personal Challenges***

Date: 9 March 2011

Time: 9.30am – 12.30pm

Location: Lurgoboy Lodge, 12 Gosford Road, Collone, Armagh

Cost: FREE.

Booking: Booking is essential. Contact Nuala Foley at Full Circle Management Solutions on T: 028 9069 1027 or E: nuala@fullcircle.eu.com

Event: ***The Future Ain't What It Used To Be – Marketing on a Shoestring: 21st Century Solutions***

Date: 24 March 2011

Time: 6pm-9pm

Location: Armagh City Hotel, Armagh

Cost: FREE, however you are required to send a cheque for £10.00 when your place is confirmed. This cheque will be destroyed assuming you attend the workshop.

Booking: Booking is essential. Contact Nuala Foley at Full Circle Management Solutions on T: 028 9069 1027 or E: nuala@fullcircle.eu.com

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