Welcome to our latest newsletter which is being delivered to our friends and members at the start of our 20th anniversary. Hopefully many of you will have seen the programme of events that we have planned for this year and I look forward to welcoming you to some of these.

For me the highlights of the calendar will be our annual Awards at the RDS on June 17th, and the staging of an exhibition by the Irish Museum of Modern Art entitled 10,000 to 50: Contemporary Art from the Members of Business2Arts, which opens on the 29th April and runs through to August.

As ever we seek to be innovative and creative in our Awards event and this year will be no exception. We move to a new venue and planning is underway for what promises to be another entertaining evening.

The Call for Nominations for the event will go out in early February and I hope you will take the opportunity to share the best of your arts and business collaborations with your peers. There are some changes to the categories this year in order to reflect the diversity in relationships that we have seen developing over the last year.

The exhibition running over the Summer months at IMMA will feature works from the collections of some members of Business2Arts, selected by IMMA’s Curators. These works are a fantastic reflection of contemporary collecting in Irish business and the title, reflecting the selection of 50 works from an initial list of over 10,000, shows how important Irish business has been in the development of the visual arts in Ireland.

In addition to these highlights we have a range of members events, a series of debates and further activities that will be revealed during the year.

So as we move out of those awkward teenage years it is time for Business2Arts to really grow up, sharpen up our appearance, develop a new confidence and realise our true potential.

The good news is that we hope to do all these things in 2008 and look forward to sharing the experience with you! In the very near future you will be seeing a new look for Business2Arts that is both dramatic and subtle; an impossible contradiction – we think not!

In the last edition of our newsletter we gave you an overview of our stakeholder audit and the changes to our strategy. At the time I said that I felt the one word that captured the essence of what we were attempting to do with our organisation was to create relevance. Well now there is a second word, authenticity.

The exciting work that we are doing with our members and affiliates is absolutely grounded in authenticity. In the belief and absolute commitment with Business2Arts, and amongst our friends, that there are creative opportunities for the business and arts communities to work together. In this newsletter we give an overview of some of the exciting projects that we have embarked on since setting out our new direction.

All that remains to say is a thank you for your support over the last 20 years and I hope that you have an opportunity to take part in our celebrations. I look forward to seeing you soon.
Allianz Business2Arts Awards 2008

New Directions

Coming into their 17th year, The Allianz Business2Arts Awards continue to evolve and innovate, reflecting the changing and developing relationships between business and the arts. 2008 will be no different. The year which sees Business2Arts celebrate its 20th anniversary, sees us also continuing to develop a host of new models and interesting case studies bringing the arts into business to address genuine business challenges.

To reflect this, the Awards are moving further beyond the traditional sponsorship relationship, to celebrate business and organisations that work with arts professionals, use good practice in commissioning, or use the arts in an innovative way to fulfil their CSR strategies.

The key dates for the Allianz Business2Arts Awards 2008 are:

Tuesday 5th February
Nomination Forms available

Friday 28th March
Closing Date

Tuesday 6th May
Announcement of Shortlist

Tuesday 17th June
Awards Dinner

Categories
1. Best Use of Creativity by a Business
   For a business or organisation that has worked with an arts organisation or artist(s) in an innovative and mutually beneficial way, bringing creativity into the workplace, such as for staff development, work/life balance, marketing, community interaction etc.

2. Best Sponsorship of an Event
   For an arts event that was uniquely enhanced by sponsorship, and made a difference whether socially, culturally or at a tourism level. The sponsorship may have been in the form of cash, or in-kind donation, but is one that made an impact on the scope of the event.

3. Best Sponsorship by Small to Medium Enterprises
   For a partnership with the arts by a business or organisation employing less than 250 people.

4. Corporate (Cultural) Social Responsibility Award
   For a socially and culturally responsible project that results in engagement by a community in the arts. Applications must demonstrate that the project is in line with the organisation’s overall CSR strategy.

5. The Jim McNaughton Perpetual Award for Best Commissioning Practice
   Rewarding excellence and good practice in the commissioning process by companies.

6. The Jim McNaughton / TileStyle Bursary for Commissioned Artists
   An annual €10,000 bursary for an artist who is gaining experience in the field of commissioning, to help develop their practice.

7. Best Arts Champion
   For an individual who has shown innovation and creativity in responding to the challenges of developing relationships with business.

8. Dublin Airport Authority €5,000 Arts Award
   This award for an arts organisation, rewards great relationship management, and imagination and creativity in working with the corporate community.

9. Judges’ Special Recognition
   This award may not always be awarded, but is for a project that perhaps did not fit in another category, or stood head and shoulders above others in terms of impact.
Business2Arts Events 2007

Last year’s events were a huge success with 8 Members’ Evenings, our most ever! As well as the regular arts events, we had the Awards, our AGM, Patrons’ Dinner and annual Golf Classic. If you add to this number our training programmes, well over 2,000 business and arts professionals met together at Business2Arts events over the course of the year - a great achievement.

The Golf Classic was a great success in September, with over 100 golfers on the day. Congratulations to Anglo Irish Private Banking on their victory, closely followed by TileStyle in second place.

Following our Stakeholder Audit in the Summer, we are making a conscious effort to make some of our events more informal, so as many events as possible are open to artists and arts professionals, ensuring good interaction and networking. The ‘3 Nights in November’ series were well attended by both business and arts, with lots of Christmas shopping done in the Design Tower by all!

The David Manley Award for Emerging Entrepreneurs

Our congratulations to mother’s tankstation gallery in Dublin, run by artists Finola Jones and David Godbold. This relatively new gallery in Watling St was named Emerging Arts Entrepreneur of the Year 2007.

1 Stuart McLaughlin of Business2Arts with Finola Jones and David Godbold of mother’s tankstation gallery, who were presented with the David Manley Emerging Arts Entrepreneur of the Year Award by Gerry O’Reilly, Chairman of the Awards.

2 Deirdre and Michael Tyrrell of Matheson Ormsby Prentice with the silversmith Seamus Gill, at the Christmas Shopping evening at the Design Tower.

3 Lisa Geoghegan and Enna Tyrrell from TileStyle at CoisCeim’s performance of Knots.
Events 2008
Business2Arts’ 20th Anniversary

February 13th
‘Behind the Curtain’ with Opera Theatre Company.

February 26th
Special Members Celebration & AGM, A&L Goodbody.

March 1st
*The Barber of Seville*, Opera Theatre Company, Civic Theatre Tallaght.

March 8th
*Beware of the Storybook Wolves*, Family theatre day, The Ark.

April 29th
Opening night of *10,000 to 50: Contemporary Art from the Members of Business2Arts* exhibition at IMMA, followed by Gala Banquet.

June 17th
Allianz Business2Arts Awards, RDS.

September 12th
Annual Golf Classic, Powerscourt Golf Club.

Other events to be programmed include a ‘Big Debate’ series and other members events.

New Members

**Patrons**
Dublin Docklands Development Authority
Experian

**Gold**
Mr Colm Allen
CityJet
Ovation Global DMC
Towards a Cohesive View on Philanthropy for the Arts

By Andrew Hetherington, Project Director, Business2Arts

There can be no doubt that philanthropy was a hot topic in 2007. In July, research conducted by Bank of Ireland showed that there were more than 30,000 millionaires in Ireland and per capita we are one of the richest countries in the world. September saw Philanthropy Ireland publish its first guide to giving and in December, the inaugural ‘Philanthropist of the Year’ awards took place. Even with this widespread interest in philanthropy, we must accept that the philanthropic culture in Ireland remains in its infancy. For philanthropy to develop, it is important to continue discussing, exploring and promoting it in 2008 and beyond. If we do not, we may miss a vital opportunity to direct some of this wealth into the arts and other social and cultural causes in the future.

So what can we do next? We can begin by acknowledging that Ireland has a relatively strong tradition of charitable giving when compared to many of our international counterparts. Businesses, their owners and their employees have been particularly generous when responding to local and international crises and causes. We must also acknowledge that charity and philanthropy are two different concepts that need to be distinguished. Whereas charity, generally, refers to once-off or prompted cash donations, philanthropy refers to the wider concept of planned or committed giving to support a charitable cause. It is usually delivered over an extended period of time and with an agreed objective.

In June and July of 2007, Business2Arts was commissioned by the Arts Council to conduct initial research to assess the philanthropic environment in Ireland and how philanthropic giving to the arts might be developed. The findings of this research supported the findings of a similar study carried out in the UK by Arts & Business, which highlighted the importance of three factors for philanthropic giving to develop. First of all, an evolution of attitudes, practices and a culture of philanthropy must occur in society. Second, a tax and legal framework that supports philanthropy must be present and third, a professional arts sector that is capable of harnessing and developing philanthropic relationships must exist.

The events of 2007 prove that a philanthropic culture in Ireland, although in its infancy, is developing. Recent changes in the corporate environment also support this view. Although philanthropy has been part of the business scene for many years, it is the successes of emerging corporate foundations that demonstrate how the Irish corporate sector is seeking new ways of showing their commitment to various social causes through engaged philanthropy. As the number of corporate foundations increase in Ireland, there is a need for these and other types of foundations to recognise the arts as vital for a strong community and as a result, develop an arts remit.

Recent years have also seen the tax framework become more attractive for businesses and individuals to donate to charitable causes under Section 848A. 2007, however, saw the introduction of an effective cap on philanthropic donations by high-net-worth individuals. As of the 1st January 2007, individuals with an income above a specified level are restricted in the amount of tax relief that they can claim each year. At a recent conference hosted by Fundraising Ireland, it was re-emphasised that this cap only serves to impede large scale philanthropic giving. There was unanimous support from members of the non-profit sector for the need to amend this legislation to enable greater philanthropic giving.

In the arts sector, it is easy to recognise leading institutions and organisations that have successfully attracted philanthropic funding in the past. This does not mean that it is an easy task and the fact remains that the majority of Irish arts organisations lack the infrastructure required to leverage philanthropic opportunities effectively. The sector need only look to the US and UK to see the growing prominence of the role of the ‘Development Officer’ or
‘Fundraising Manager’ in arts organisations. This trend cannot be ignored. It highlights the competitiveness within this field internationally and the need for arts organisations to develop a proactive approach to sourcing philanthropic funds.

We cannot deny that there are numerous internal and external challenges faced by arts institutions and organisations that can benefit from an increase in philanthropic giving in Ireland. We must also be realistic about the timescale and investment required to develop a philanthropic culture but if we continue to discuss, explore and promote philanthropy in 2008 and beyond, we may reap significant rewards in the future.

20th Anniversary Events
10,000 to 50: Contemporary Art from the Members of Business2Arts

Running from 30 April to 4 August 2008, 10,000 to 50: Contemporary Art from the Members of Business2Arts is an exhibition hosted by The Irish Museum of Modern Art commending the collecting and support of the members of Business2Arts of contemporary art in Ireland over two decades. It includes many exciting examples of Irish-based contemporary art practice from about 20 members of Business2Arts, as well as documenting the commissioning of artworks and ongoing corporate support of community, national and international networks and platforms for contemporary art.

The curators have drawn from collections all around Ireland. While many well-established names feature in the collections, the aim of the curators has been to explore the rich and diverse seams of art practice which distinguish our member’s collections and which, as an exhibition, will provide an arresting perspective on contemporary art practice in Ireland. A full-colour illustrated catalogue will accompany the exhibition, copies of which can be ordered in advance. There are also a number of unique and exciting engagement opportunities available for our members, their clients, employees and families.

A private opening event and gala banquet will take place on April 29th. Media sponsorship is provided by The Irish Times and design sponsorship by Image Now.

Business2Arts Special Members Celebration at A&L Goodbody

To mark our 20th Anniversary, we are delighted that A&L Goodbody will host this year’s Special Members Celebration in their landmark building on the North Quays in the IFSC. Their stunning atrium and meeting rooms is the ideal place for our business members and arts affiliates to gather for an evening of chat and entertainment.

The event, which takes place on 26 February, will begin with our annual AGM, which is infamous for its speed, and continue with a range of entertainment followed by supper. Be sure to put the date in your diary and watch out for your invitation in the post.
Sponsorship Opportunities

Business2Arts maintains a live database of sponsorship opportunities in the arts in Ireland. This list is diverse with projects of all sizes offering local, national or international reach. For further information on the opportunities listed here, to find out more about what other opportunities exist, or to add your sponsorship requirements to the database, please contact Business2Arts.

As part of the realisation of our new strategy, Business2Arts is becoming more proactive in identifying companies looking for sponsorship opportunities in arts and culture. As a result of this we are advising a number of international organisations with a presence in Ireland on investment possibilities in the arts. This has led to approximately 10 arts organisations being proposed for consideration. We await the outcome of this process, but would encourage you to stay in touch with us, so that you might be included in future discussions.

Elsewhere in the newsletter you will read about the upcoming training for sponsorship seeking. As Business2Arts has been in discussion with organisations we have been using some of the lessons from the ‘For Impact’ courses and they are very effective! Arts organisations should consider getting involved in the upcoming training events to broaden your own perspective on seeking support.

Visual Arts Programme, National Institute for Intellectual Disability

Can someone with Down Syndrome earn a degree? This is a question being investigated by Trinity College, who have developed the Certificate in Contemporary Living, a 2-year full-time programme for people with Intellectual Disability, which is now being used as a model worldwide. The National Institute for Intellectual Disability promotes the full inclusion in society for people with intellectual disability, and aim to change perceptions with an innovative Visual Arts Programme, which demonstrates that creativity and artistic talent can equally be found in the intellectual disabled community. The students attend a fine-art module under the guidance of an artist in residence, and will create work for an exhibition. Sponsorship opportunities are available, ensuring that this important programme continues for the 40 participants.

The Ark: A Cultural Centre for Children

Based in Temple Bar, Dublin, imaginative programmes at The Ark are designed in such a way that children can participate and interact with them at their own level of need and ability. Fundamental to their vision is to provide a programme of events that places children at the centre as makers and doers, not just lookers and listeners. The Ark has a range of unique sponsorship opportunities for an individual or organisation to associate with a children’s centre of excellence, innovation and imagination.

Cork Midsummer Festival

Cork Midsummer Festival, Ireland’s Festival of the Senses, is Ireland’s fastest growing and most innovative arts festival, recognised by Fáilte Ireland as one of Ireland’s top four annual events. From 16th June to 5th July 2008 this unique festival will present a variety of cutting edge performances and events throughout the city by leading local, national and international performers and artists. The programme is hugely diverse attracting an equally diverse audience with over 50,000 people purchasing tickets each year. Various sponsorship opportunities exist from the title sponsorship of the festival to sponsoring a specific event. Annual attractions include Corcadorca’s outdoor performances, circus, comedy, visual art, music at The Spiegeltent, a nationally celebrated theatre programme and a family programme at the centre of which is the Lord Mayor’s Picnic in the Park.

Children’s Book Festival

The Children’s Book Festival is run by Children’s Books Ireland (CBI). Their mission is to promote, celebrate and support all aspects of books and reading for young people in Ireland, and the Children’s Books Festival has been in existence for over 16 years. Working with a number of dedicated partners the festival aims to create a sense of fun around reading and books and to highlight the diversity and quality of work for young people. In 2007 over 2,000 free events took place in schools, libraries, bookshops and Arts Centres attended by over 55,000 young readers.
The topic of CSR is a hard one to avoid. Organisations have embraced the idea, it is part of the language of day to day business and, in many cases, has moved the core of the decision-making process on funding and support of causes.

This change has led to some confusion and consternation in the cultural sector. As the concept emerged many thought that this represented a fantastic opportunity for arts and culture to benefit from corporate support, but over the last 3 years it has become something of a threat as funds have been diverted to other areas.

In order to understand this, it is worth considering how organisations have designed their CSR strategies. There is a surprising similarity in these approaches across businesses, tending to focus on issues such as community, diversity, environment and education. Arts and culture features in very few organisations, with Bank of America, AIB and Irish Life & Permanent being exceptions to this.

One might speculate on the reason for this being the relatively small pool of individuals designing these strategies, the nature of those who are drawn to CSR roles and so on. So the challenge for us in the arts sector is to consider how we might respond to this situation. From our experience in Business2Arts there are a number of approaches:

**Active encouragement for inclusion of arts and culture**
Although the ‘noise’ around CSR is substantial, there are still a large number of organisations who are yet to set a clear path. Business2Arts and others in the sector should work to demonstrate the role of culture in our national identity, our history and, more importantly, our future.

We live in interesting times with increased cultural diversity and fragility in the economy; circumstances that may well lead to a re-examination of our values and a reinterpretation of what it is to be Irish. Arts and culture will play an important role in this process.

**Development of arts-led ideas that encourage involvement in CSR**
Responding to the environment around us is the basis for artists’ practice. The fact that organisations have selected not to engage with the arts directly does not exclude the possibility of commissioning artists as part of the process in achieving their goal.

Examples include community involvement, where organisations such as Dublin Docklands Development Authority have routinely worked with artists to engage both the old and new communities, through to innovative approaches which introduce artists to examine questions around the environment or diversity. I guarantee that these responses will be more effective than many attempts at employee engagement!

**Bringing skills to bear**
Many organisations now have programmes which allow for employee volunteering. These vary wildly in their impact and involvement but, where most successful, they are based on choices made by the employees in terms of how they want to be involved, combined with interest in the activities.

I describe this as overcoming the hut-painting scenario; a slightly flippant reference to activities which engage large numbers of staff in interacting with a community group. But how deep does this involvement go? How rewarding is this to staff versus the opportunity to make a genuine impact, to utilise their skills in a new environment, and to learn to be more creative in their practice?

It is incumbent on us in the arts to work out genuinely engaging opportunities for staff which, most probably, will not involve large numbers of people, but will be more interesting and, critically, will expose organisations to creative environments – a skill which modern Irish business craves above all other.

At Business2Arts we are already working with members and affiliates to develop interesting new models in line with the ideas discussed above. We will, of course, share these with you during the course of 2008 and if you have any thoughts on how your organisation might join this Cultural Social Revolution then please get in touch!
As many of you will be aware (not least because of the many references in this and the last newsletter!), Business2Arts undertook a Stakeholder Audit in 2007 to better understand the needs and expectations of all of those with an interest in the organisation.

As a result of this audit we created a new strategy that focuses on 4 key areas which include training. It is clear from the audit that Business2Arts’ role in facilitating the administration and funding of training for the arts sector is a vital service and one which we intend to continue. What was also clear, however, was the value placed on some of our leadership training which is directed specifically at the sector.

In light of this feedback we are currently reviewing our approach to developing our training programme. We have historically maintained an ongoing training needs analysis, but in 2008 we intend to develop a far more structured competency-based programme.

For those who have worked in business, the concept of professional development based on competencies is a familiar one, and we are fortunate to have been offered support by Vhi Healthcare to develop our approach to this model as they have recently conducted a similar exercise in their own organisation.

Put simply the concept is that Business2Arts will work with the arts sector to identify the core competencies which might be required to carry out a role, or in this case to perform successfully in the arts sector. Typically these competencies will include a range of knowledge, skill and behaviours, and the depth of skills required at different levels (e.g. administrator, manager, director) will be included in development of the programme.

Clearly there is a need for skills relating to varying arts forms, and it is important to note that we hope to focus on the professional and general competencies, rather than those specific to theatre, for example.

In developing this model we will be looking for the support and input of our arts affiliates to allow us to create a programme that directly meets the needs of the sector and provides an opportunity for structured professional development which does not exist today.

We will keep you updated on our progress and look forward to your support and feedback on this idea over the coming months.

Schools of Thought
Business2Arts Training Programme

For Impact is an approach to fundraising created by The Suddes Group in the US. This approach is being practised in Ireland with great success, and we are delighted to present it to the arts sector in Ireland, in association with Business2Arts.

We have both been using The Suddes Group’s fundraising methods here with transformational results, and working with Business2Arts, we have invited The Suddes Group to come to Ireland to hold a special 2-day Training Seminar in April 2008. If your arts organisation needs more money, then please read on.

3. If you can convey your impact, you can ask for any amount of money.

The Suddes Group will show you how to uncover the true impact of your work and train you on how to get major gifts. They will give you an action plan so that fundraising is no longer scary, and train on the specifics of who to ask and what to say on a visit.

For Impact Irish Success Stories
Within 8 months of using the For Impact principles, the Dublin SPCA increased annual revenue by more than €100,000. We recently met with a sponsor and left with the CEO
Insight No. 1: Be FOR IMPACT
STOP DEFINING YOURSELF IN THE NEGATIVE! Stop begging for money. People don’t give because you’re a charity or nonprofit.

Insight No. 2: IMPACT DRIVES INCOME.
The size and scope of your IMPACT determines the size and scope of your INCOME! If you are driven by your impact it will affect everything that you do - how you deliver your services; how you sell your vision; how you leverage your assets. If you are only driven by your income then you spend your time begging for money; fundraising; surviving and soliciting.

Insight No. 3: JUST ASK.
You’re in SALES – get over it! This is a transformational idea and it’s uncomfortable for most people. 98% of development officers are sitting in their office, not out visiting with qualified prospects and asking for funding support. You know this is a challenge. The reasons are numerous:
- Lack of qualified prospects
- Non-engagement from board members
- Confusion around the message (what one would say to a prospect).

committing to fund a project that could create more than €1 million in new annual revenue. We focused on our IMPACT, simplified our message, adopted a sales approach and big things are happening!

Historically the Dublin SPCA looked for new members who would pay €32 per year to fund a €1.3m operating budget, an approach that requires 40,625 members! It takes too much time, energy and money to ask so many people for so little. We started sharing our vision with our champions and asked them to fund us at higher levels and they’re doing it!

Opera Theatre Company have engaged investors by creating “memorable experiences” with behind-the-curtain evenings and talks by the Artistic Director which have led to discussions with individuals about investments at the €25,000 level. Investors are now volunteering, getting involved and funding their vision.

Are you open to thinking differently?
We’ve teamed with Business2Arts to offer you For Impact tele-seminars for FREE in advance of the courses, to see if this training is for you.

NO MORE ASKING FOR MONEY – START PRESENTING THE OPPORTUNITY! ‘Share the Story’ and ‘Present the Opportunity.’ It makes all the difference in the world.

NO MORE SPECIAL EVENTS – Create memorable experiences. Involvement = Investment. Get out of your office and talk to your stakeholders!

NO MORE FUNDRAISING – START SELLING YOUR IMPACT.

To register for upcoming tele-seminars go to www.forimpact.org/ireland. For more information about The Suddes Group’s For Impact training in Ireland in 2008, please contact Lori Davis at lori.davis@eircom.net, 087 903 2254; or Georgina Neal at georginaneal@eircom.net, 087 683 8940.
Our Membership

The work of Business2Arts would not be possible without the ongoing support of our network of business members.

Our Patrons
Accenture
AIB Group
Allianz Ireland
Bank of Ireland Group
Bruce Shaw Partnership
Crossridge Investments
Deloitte
Dublin Airport Authority
Dublin Docklands Development Authority
Earlsfort Centre (Developments)
ESB
Experian
Glen Dimplex
G&T Crampton
Hardwicke Corporate Services
Irish Life & Permanent
The Irish Times
John Sisk & Son
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Goodbody Stockbrokers
Harcourt Developments
Hay Group Ireland
Heneghan PR
High Performance Training
Hooke & MacDonald
HWBC Chartered Surveyors
IACT
IBEC
Image Now
IONA Technologies
Irish Times Training
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Murray O’Laoire Architects
National Irish Bank
National University of Ireland, Galway
Nissan Ireland
O’Donnell Sweeney Eversheds
Onside Sponsorship
Optimum Training
OPW
Oracle
Ovation Global DMC
RTÉ
RTÉ lyric fm
Scott Tallon Walker
Sherry Fitzgerald Group
Society of Chartered Surveyors
SureSkills
Terroirs
Texaco (Ireland)
University College Cork
University of Dublin
VHI Healthcare
Waterford Wedgwood
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