

11<sup>th</sup> September 2009

**DENIS O'BRIEN ON INNOVATION & ENTREPRENEURSHIP**

One of Ireland's leading entrepreneurs will be keynote speaker on the importance of innovation and entrepreneurship in difficult times.

Denis O'Brien will be the keynote speaker on the importance of innovation and entrepreneurship in difficult times, at an event in association with Russell Brennan Keane, Chartered Accountants and Business Advisors and the Information Technology Association Midlands (ITAM). "Given these challenges now more than ever it is important to be innovative and even more entrepreneurial. Don't waste a good crisis" said Denis O'Brien.

As one of Ireland's leading entrepreneurs and Chairman of the privately-owned Digicel Group, Denis O'Brien has inspired entrepreneurs for the last two decades. The event takes place in Athlone on the 2<sup>nd</sup> October.

"We are delighted for our local business community that Denis O'Brien has accepted the invitation to the Midlands. Denis is a timely reminder of a spirit of innovation that lifted the nation 20 years ago and kick started an exciting time for the country. Our new economy will have its origins in business innovation and people with the drive and nerve to go for it. I'm sure Denis will be a further inspiration to the next generation of innovators today" said Liam Rattigan, Chief Executive, Russell Brennan Keane.

"Practically we aim to bring together businesses & professionals from across the Midlands to stimulate and sustain an environment in which ICT enterprises can thrive, develop and to share experiences and best practices" said John Mee, Chairman ITAM. ITAM is a local industry initiative to support the region as a leading centre of excellence for ICT Enterprise.

For reservations to this popular breakfast event, please contact Deirdre McElroy email [dmcelroy@rbk.ie](mailto:dmcelroy@rbk.ie) or [itam@itag.ie](mailto:itam@itag.ie) or 090 6480600.

**ENDS**



**Photo 1 L-R: Colm O'Grady, Partner, Russell Brennan Keane, Denis O'Brien**



**Photo 2 L-R: Colm O'Grady, Partner, Russell Brennan Keane, Denis O'Brien, John Mee, ITAM - Information Technology Association of the Midlands**

**About RBK**

Russell Brennan Keane is one of Irelands leading business advisory and accountancy firms. With 50 years experience providing professional advisory services to a range of clients in the mid to large corporate market in Ireland, from offices in Dublin, Athlone and Roscommon.

**About ITAM - Information Technology Association Midlands** ITAM was founded in June 2008 by a group of IT professionals with the aim of supporting and promoting the development of ICT enterprise in the Midlands region.

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