



**Fáilte Ireland**

National Tourism Development Authority

## **LINKEDIN ESSENTIALS**

How to create and manage your personal and company profiles on LinkedIn

**2 April 2012**  
**Version 1.0**

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# Introduction

LinkedIn is a business social network that enables you to make better use of your professional contacts. It is a fantastic business tool for both individuals and companies as it provides a great place for you to network and connect with other business people and potential customers.

There are currently over 150 million people on LinkedIn and of these approx 65% of them are decision makers or influencers within their companies and industries making it an extremely worthwhile network to invest some time and energy in.

## Skill Level

**Basic** All the topics in this guide are suitable for anyone who has basic PC knowledge.

## Terminology

You will come across the following terminology in this guide which you need to be familiar with:

Term	Explanation
Profile	A profile is basically your CV online. It gives details of your employment background, skills, recommendations, etc.
Connection	LinkedIn is a great place to network. When you make a connection with someone on LinkedIn they appear on your list of network contacts. The big advantage to this is that you also get to see their contacts.
Recommendation	In LinkedIn you can provide a recommendation to a person, which is similar to providing them with a reference.

## Video Tutorials



Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

**Note:** When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.

## What is LinkedIn?

You may be asking the question, what is LinkedIn for and why don't I just use Facebook?

LinkedIn is a business networking site and is very much focussed on you networking with your business contacts. Facebook is more about networking with your friends than networking with other businesses. You can follow businesses on Facebook but networking with your friends is a more important part to Facebook.

### ***What benefits can it bring my business?***

LinkedIn is great for staying in contact with current or potential customers to drive additional business and also to network with people in your network know.

### ***Is it going to take up much of my time?***

No, LinkedIn does not have to take up too much of your time. You could just spend a couple of minutes a day once you initially set up and configure it.

### ***Is it suitable for my business?***

It is suitable for all businesses that want to sell something or provide a service.

## Register with LinkedIn

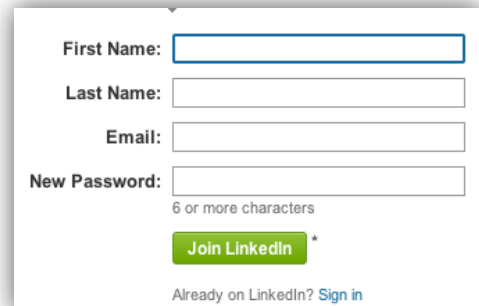
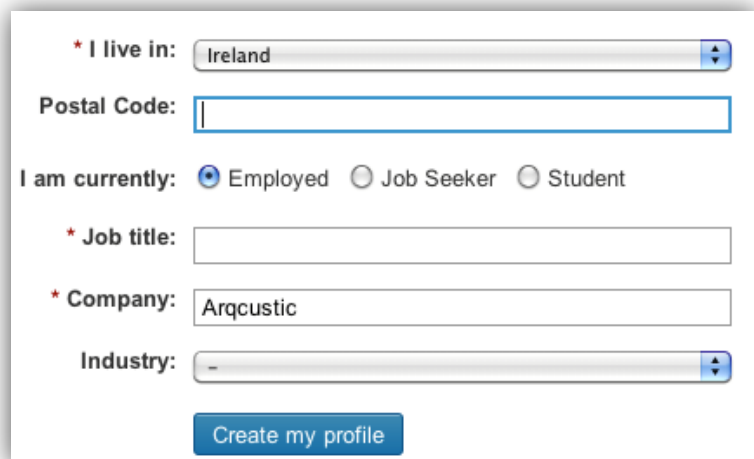
Before you can get started with creating your profile you first need to register to join the LinkedIn network.

To do this you need to go to [www.linkedin.com](http://www.linkedin.com) and enter details such as your name and email address and click **Join Now**.

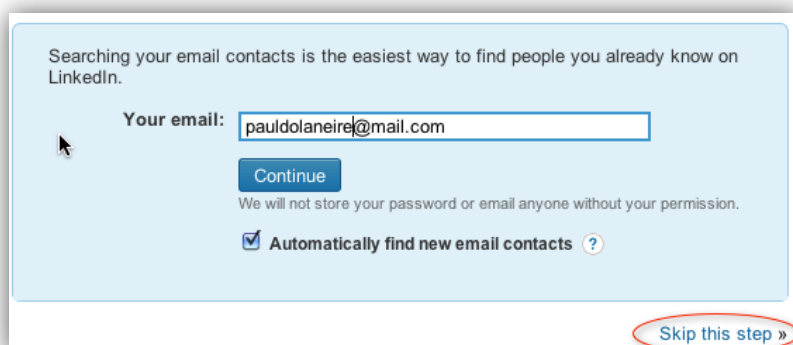
When you enter these details you will then be presented with a screen that will ask you to enter in where you live and your current employment.

When specifying the industry make sure to choose the one most relevant to your business as this is one of the criteria that will be used when people are searching for people to connect with on LinkedIn. Some of the industries that are most relevant include:

- Leisure, Travel & Tourism
- Hospitality
- Restaurants

On the next screen you are given the opportunity to use your email contacts as a way to find people who you already know on LinkedIn and add them to your list of connections. Click on the **Skip this Step** link as you can do this at a later time.



Once you have filled in all your details, a confirmation email is sent to the email address you provided.

You must click on the activation link within this email to complete your registration.

When you click on the Confirm button you are then brought to the login screen to sign in for the first time using the email address and password you entered at the very beginning of the registration process.

Basic Account: Upgrade Welcome, Paul Dolan [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

**LinkedIn** [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#)

### Sign In to LinkedIn

Please sign in to confirm your email address. If you are adding an email address, please sign in with your previously registered address. If you were invited to join LinkedIn, please sign in with the email address at which you were invited.

Email address:

Password:  [Forgot password?](#)

or Join LinkedIn

After you login you will be asked if you want to pay for the use of LinkedIn or use the free version. For most users the free version has sufficient functionality so at this stage stick to the free version.



#### **VIDEO: Getting Started with LinkedIn**

*This video takes you through the registration process for LinkedIn which when complete will form the basis of your LinkedIn profile. It also gives you a brief introduction to the LinkedIn screen and your LinkedIn homepage which is the main screen you will use to manage your presence on LinkedIn.*

*When you are ready, click the PLAY icon to start the video.*

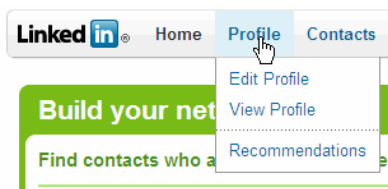
## Build Up your Personal Profile

Whether you are a business owner or an employee looking to promote yourself and your business online, you need to create a personal profile on LinkedIn. Your profile is essentially your identity on LinkedIn providing people with all the information they need to know about you in a professional capacity. It is sometimes referred to as an online version of your CV or resume as it contains details on your work experience and educational background. But it is much more than that as it also provides additional information such as references from employers, clients and colleagues giving them a broader and a more complete view of you as a person and your capabilities.

Your LinkedIn profile is extremely important as it will be used to determine whether or not someone wants to connect with you, or do business with you or your company. People searching for contacts will make a decision to connect or not to connect based on the information you provide in your profile.

Because of this it is vital that your profile is accurate, complete and absolutely flawless. That means no spelling or grammatical errors and it should be completely filled out, leaving no experience or details out. Before people meet you in person you'd be surprised at the amount of them that will search for you on Google and come across your LinkedIn profile. Think of your profile as a portrait of you as a professional who someone would want to possibly do business with.

**Note:** *If you have a complete profile you are 40 times more likely to receive an opportunity through LinkedIn, so put the effort in now to get the most out of the network.*

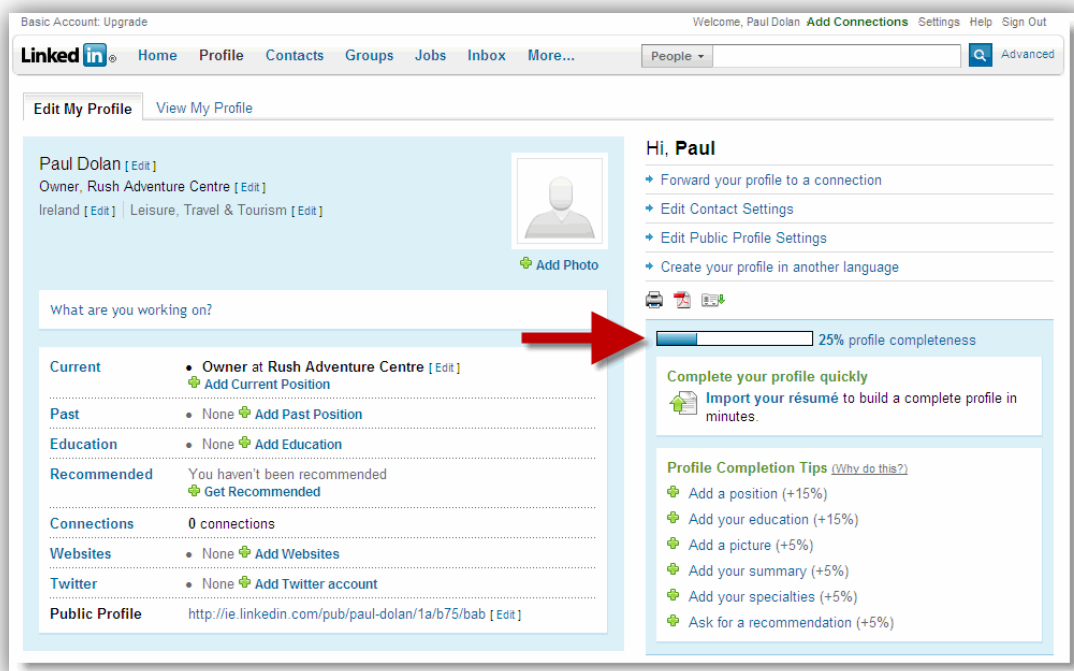


When you register with LinkedIn you are asked to enter some initial details about yourself which form the basis of your profile. To access your profile, select the Profile option from the menu at the top of the screen as shown.

Your profile will appear similar to the following. As you can see, based on the amount of information you entered during registration your profile is only 25% complete. So the next step is to fill in the gaps.

## Viewing Your Profile as Others See It

As you are building up your profile you can take a peek at how your profile is shaping up by seeing how your profile looks to other people. LinkedIn has a tab just to the right of Edit My Profile for this exact purpose. You can see how others out there see you with all the word wrapping and formatting properly in place.



## What do I need to do to get a 100% profile?

A complete profile will increase your visibility and help you get found by clients, business associates, and prospects. Your profile should be 100% complete and to do this you need to include the following details:

- **Add a position (20%)** — Add a previous job position that you had before your current job.
- **Add your industry and postal code (5%)** – The industry you are currently working in with the postal code.
- **Confirm your current position (5%)** – Put in details of your current position
- **Describe your current position (5%)** – More details of your current position



- **Add your skills and expertise (5%)** - Add some skills that will be listed as part of your profile.
- **Add your education (25%)** – Add your most recent education.
- **Add a picture (5%)** – A picture forms a very important part of your profile.
- **Add connections (10%)** - LinkedIn likes you to establish connections with other people.



### **VIDEO: Completing your LinkedIn Profile**

*This video takes you through the many steps involved in achieving a 100% complete profile. It also outlines some additional updates you can make to your profile to improve your chance of being found on both LinkedIn Google searches.*

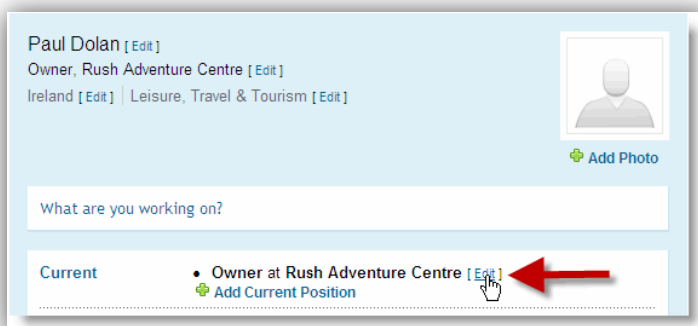
*When you are ready, click the PLAY icon to start the video.*

## **Add Work Experience**

One of the main aspects of your LinkedIn profile is your present and past work experience. Within your profile you are able to enter details about your current position as well as any of the positions you have held over the years. It is important that you list as many positions as you can so that prospective clients see your complete history, which helps build confidence in your abilities and expertise.

### **Connecting with Past Colleagues**

*LinkedIn uses the companies you have worked for to help you connect with past colleagues. When you enter a position, LinkedIn searches for other people who worked in the same company at the same time as you and offers these to you as possible connections. This is a great way to grow your network. For more details, see "Ways to Find People on LinkedIn" on page 23.*



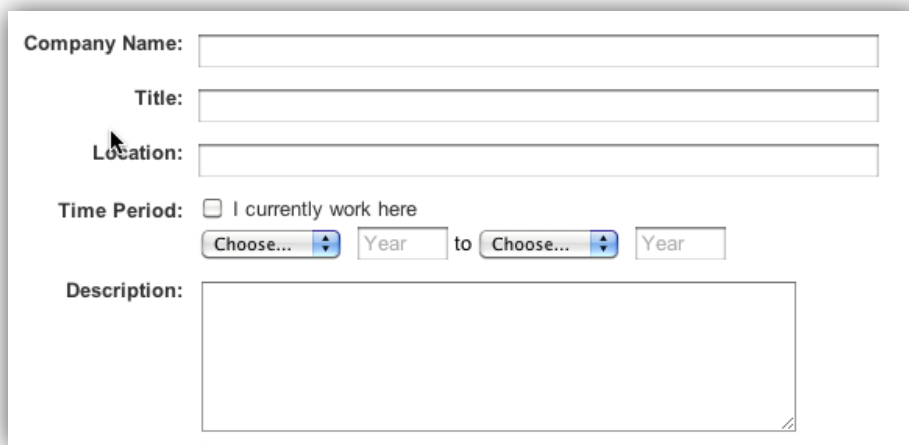
While registering with LinkedIn, you were asked to enter some details about your current position, however, you need to complete these details to include dates and a description. To do this, click on the Edit link to the right of your current position, as shown in the following screen:

If you have multiple jobs or roles then

LinkedIn allows you to enter more than one current position. Just click on the **Add Current Position** link and make sure to select the **I currently work here** checkbox in the Time Period field. If you don't select this then the position will be listed as a past position.

For each past position you need to provide details such as:

- **Company name** — as you type in the name of the company, LinkedIn will try and match it up with a company already in the system by providing you with a list of suggested companies. If you see your company name in the list then simply click on the name and it will fill in a number of fields for you automatically (such as website, industry and number of employees). If the name does not exist then once you enter the company name you will be asked to enter some additional details, such as the website address and the industry.



The image shows a screenshot of a LinkedIn job entry form. It includes the following fields and options:

- Company Name:** A text input field.
- Title:** A text input field.
- Location:** A text input field.
- Time Period:** A section containing a checkbox labeled "I currently work here", followed by two "Choose..." dropdown menus, a "Year" input field, the word "to", another "Choose..." dropdown menu, and a final "Year" input field.
- Description:** A large text area for entering details about the role.

- Your title — this reflects the role you had within the business. If you had multiple roles within the same company then add each of these as a separate work experience but with different dates.
- Location – Where you were employed.
- Dates you worked there — try and get you dates as accurate as possible to increase your chances of being found (and finding) past colleagues.
- Description of your role — provide as much detail as you can to give people a good idea of what you did, what you were responsible for, and so on.

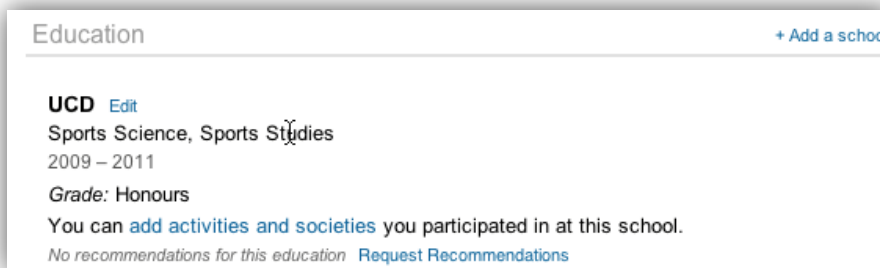
## Add Education History

This section on LinkedIn isn't limited to school, college and university education. You can also list any vocational education, certification courses, or any other professional qualifications you have attained over the years. This is really up to you, if it adds value and shows relevant qualification, then add it in.

**Connecting with Past Classmates**

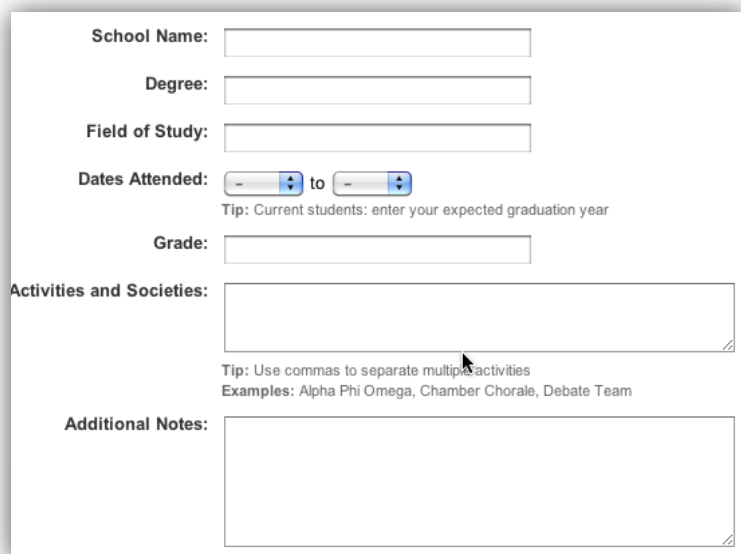
*LinkedIn uses the schools and colleges you attended to help you connect with past classmates. When you enter details about your education LinkedIn searches for other people who were in your school/college at the same time as you and offers these to you as possible connections. This is another great way to grow your network. For more details, see "Ways to Find People on LinkedIn" on page 23.*

To add details about your education history, click on the **Add a school** link in the profile summary at the top (if you are entering your first education record). If you are entering subsequent education records then scroll down to the education section further down your profile page, as shown:



For each course, college or school you attended you need to provide details such as the name of the school, the degree you achieved (or are still studying for), the subjects you took and the dates you attended the school/college.

Make sure and enter the correct dates that you attended the school so that you can connect with classmates that are on LinkedIn.



School Name:

Degree:

Field of Study:

Dates Attended:  to   
Tip: Current students: enter your expected graduation year

Grade:

Activities and Societies:   
Tip: Use commas to separate multiple activities  
Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

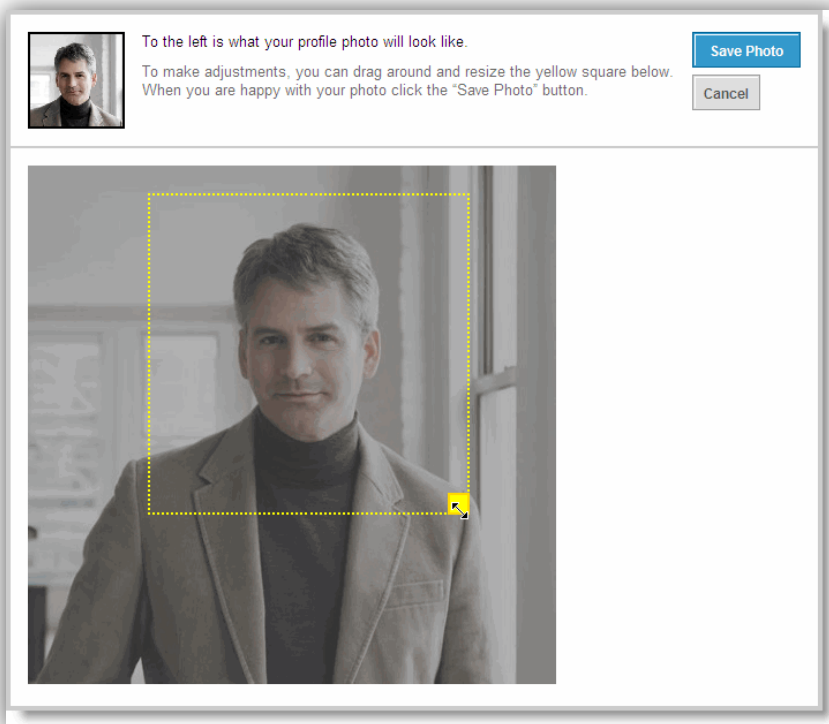
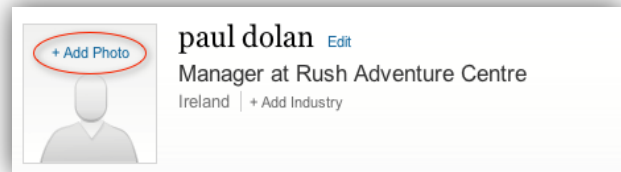
Additional Notes:

## Upload a Profile Photo

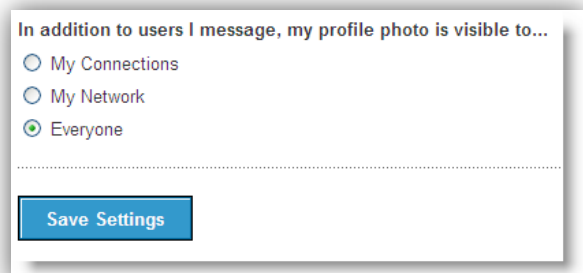
People are more likely to connect with you if they feel like they are connecting with a real person. Also, it helps if they can recognise you. When choosing a picture make sure to use a good professional headshot. Remember this is a professional network, so pictures of you with your dog or taken when you were out at a party are not really suitable.

To upload a photo, click on the **Add Photo** link above the profile photo thumbnail, as shown. On the resulting screen browse and select the picture you want to use for your profile.

You are then given the opportunity to adjust the picture to only use a portion of the picture before saving it.



The image in the top left corner let's you see exactly what your profile picture will look like. Once you are happy with it, click on **Save Photo**. You are then given the option to decide who can see your profile picture. It is recommended to choose **Everyone** as this makes your profile more personal and increases your chances of being contacted.



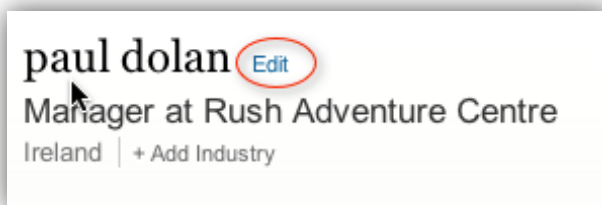
## Summary

After your headline, the summary is the next piece of information people are likely to read to learn more about you. So take the opportunity to write not only about your experience and what you have done in the past but also about what you are doing now and what you are looking to achieve in the future. Feel free to also use this section to highlight your unique abilities and differentiators, and also to promote your business.

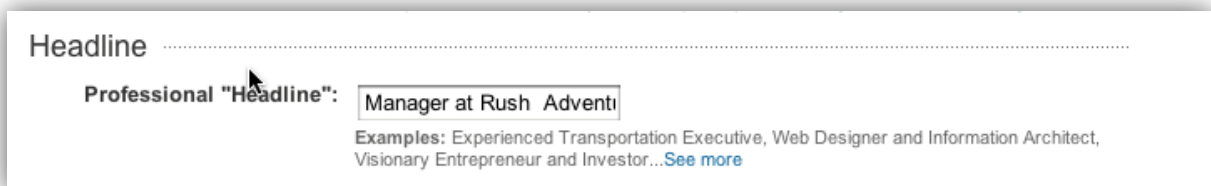
## Enhance Your Profile Even More

### *Tailor your Headline*

Your headline is the line of text immediately under your name in your profile. LinkedIn automatically sets this to your current position unless you change it manually. To change it manually Click edit beside your name on the profile edit screen.



When you click edit you will see a screen which will give you the option of entering your professional headline. This is important because this is what appears when people are doing searches.



This is the first means of promoting you and your business to potential clients and business associates so update it to reflect your business and what you can offer.

**TIP:** When deciding what your headline should say ask yourself these questions:

- What are your goals?
- What audience do you want to reach?
- What do you want them to know about you?

Once you have answered these questions you will need to write the headline that has the right impact for you, that is, the one that will get you noticed by your target audience and help you accomplish your goals.

For example, instead of "Owner, Rush Adventure Centre" you could put "Enthusiastic Windsurfing and Waterskiing Expert with 20 years experience in teaching kids and adults"

### Links to your Websites

Promote your company by including a link to your company’s website. LinkedIn allows you to list up to three websites so you can also link to your blog and any other social media pages you have set up, for example, your Facebook page, your YouTube channel, and so on.

Go to your Profile page and click on the **Add Websites** link. On the next screen you are given the option to add up to three website links. When adding a website you can choose one of the predefined names (such as, My Company) or you can choose Other and enter the text you want to be used for your link.

The image shows a sequence of steps in the LinkedIn interface. At the top, a profile summary shows 'Websites' as 'None' with an 'Add Websites' link. A red arrow points from this link to the 'Additional Information' section. In this section, the 'Websites' field is active, showing a dropdown menu with options: 'My Company', 'My Blog', 'Choose...', 'My Website', and 'My Company'. The 'My Blog' option is selected. To the right, two website URLs are entered: 'www.rushadventurecentre.' and 'www.rushadventureblog.cc'. Below this, the 'Interests' section is visible with 'My Blog' selected. A second red arrow points from the 'My Blog' dropdown to the 'Websites' section of the profile summary at the bottom, which now lists 'My Company [ Edit ]' and 'My Blog [ Edit ]'.

### **Getting Found on Google**

*Instead of leaving each title as "My Website" or "My Company" you should change them to the actual title of each of your websites. This will increase your chances of being found on Google searches.*

### **Use Keywords to Increase your Chances of Being Found**

You should include as many relevant keywords as possible throughout your LinkedIn profile so that potential clients and other business people will be able to find you easily. By selecting a few keywords that are also found in your headline, and sprinkling them throughout your profile, you will rank higher for those terms when someone performs a "people search" on LinkedIn. For example, if your hotel runs a lot of conferences make sure the keyword "conference" is mentioned in multiple places.

# Manage Recommendations

When somebody looks at your profile it is very likely that they will also look at your recommendations. It's important to get as many relevant recommendations as possible. Ask for recommendations from friends, colleagues, partners, and clients. If you are a business owner then recommendations from clients is extremely important, so try and get testimonials from happy clients whenever possible.

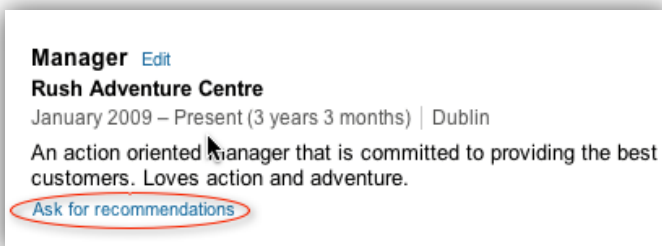
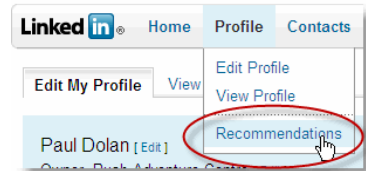
Having very good recommendations could be the difference between someone contacting you and not contacting you. Sometimes the best way to get recommendations is by you providing recommendations to other people. By doing this the people you provided the recommendations for are likely to want to reciprocate.

While it is great to get recommendations from past employers, you should also try and get recommendations from peers and maybe even people who you managed. This gives an all round view of what you are like to deal with, from every level.

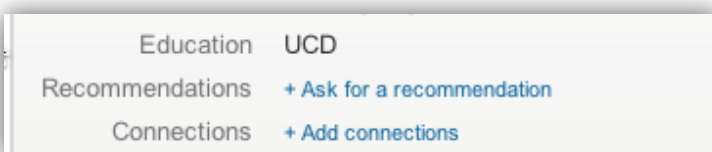
## Asking for a Recommendation

There are many ways in which you can ask for a recommendation. You can either:

- Click on the **Recommendations** option from the Profile menu.
- Click on the **Ask for recommendations** link for a specific position or education record in your profile.



- Click on the **'Ask for a recommendation'** link in the summary table at the top of your profile.






You are then brought to the following screen, where you select the position you want a recommendation for, the people you are requesting a recommendation from and the message you will send them.

ns **Sent Recommendations** Request Recommendations

**Ask the people who know you best to endorse you on LinkedIn**

- 1 Choose what you want to be recommended for**  
 Owner at Rush Adventure Centre
- 2 Decide who you'll ask**  
 Your connections:    
 You can add 200 more recipients
- 3 Create your message**  
 From: Paul Dolan  
 pauldolaneire@gmail.com  
 Subject: Can you endorse me?  
 I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.  
 Thanks in advance for helping me out.  
 -Paul Dolan  
 Note: Each recipient will receive an individual email. This will not be sent as a group email.  
 or Cancel

If you selected the **Request Recommendations** link for a specific position or education record in your profile then the first field will be automatically populated, otherwise just choose one from the list.

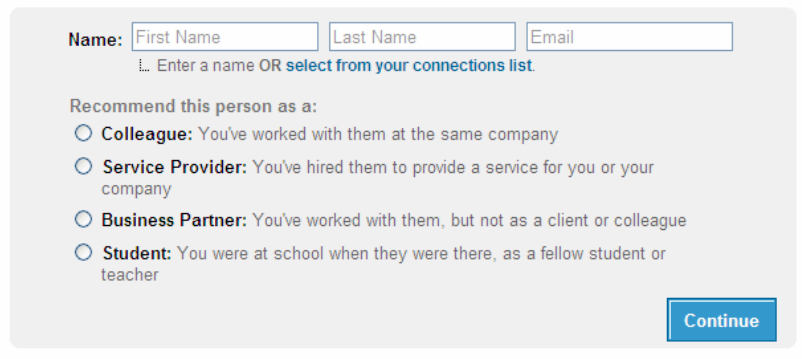
While LinkedIn provides you with a template email message, it is much better to make the message more personal, as this will increase your chances of the person giving you a recommendation. It's the same as asking for a reference.

## Giving a Recommendation

If somebody requests a recommendation from you, you will get an email notification from LinkedIn. Only give recommendations for people that you know well enough to give them a recommendation.

To give a recommendation to someone, click on the **Recommendations** option from the Profile menu. Scroll to the **Make a Recommendation** section, as shown:

### Make a recommendation



The screenshot shows a form titled "Make a recommendation". At the top, there are three input fields for "Name": "First Name", "Last Name", and "Email". Below these fields is a link that says "... Enter a name OR select from your connections list". Underneath, there is a section titled "Recommend this person as a:" followed by four radio button options: "Colleague: You've worked with them at the same company", "Service Provider: You've hired them to provide a service for you or your company", "Business Partner: You've worked with them, but not as a client or colleague", and "Student: You were at school when they were there, as a fellow student or teacher". A blue "Continue" button is located at the bottom right of the form.

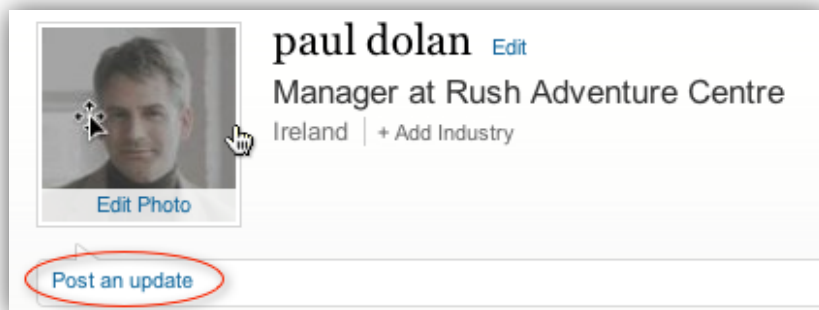
Enter the person's details and indicate in what capacity you are making this recommendation (colleague, business partner, etc).

When you click **Continue** you are then asked to enter more details relating to the nature of your recommendation. The details you need to enter differ depending on what option you selected on the previous screen. For example, if you choose to recommend this person as a colleague then you need to indicate the nature of your relationship with them (e.g. managed them, reported to them) as well as the position the both of you held at the time. Whereas, if you are recommending someone as a Service Provider then you are asked to enter details about the type of service they provided to you, when they first provided the service, and so on.

## Use Status Updates

Within LinkedIn there is an option to enter in a 'status update'. This is 140 characters of text that lets people know what you are doing. This could be something interesting related to your business or yourself. For example, you may put in a status update letting your network know about an event happening in your hotel, or you could let them know about a training course you are attending in case any of your connections are also interested in attending.

To add a status update, click on the **Post an update** link at the top of your profile, as shown.



In the status update you can also include a web link back to your website. Here is an example status update:

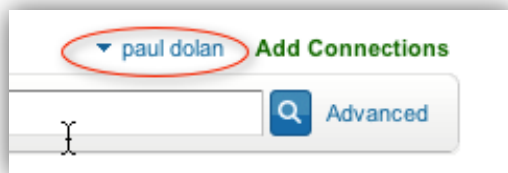
*Marketing event on in the clarion on the 21/5/2010, guests welcome –*  
<http://www.clairionhote/marketing-event.html>

When somebody logs in to LinkedIn they see a selection of status updates from people in their network. By regularly updating your status they are more likely to see your update on their list.

## Configure your LinkedIn Account

LinkedIn enables you to configure many things about your LinkedIn account such as, when and why people can contact you, what type of opportunities you are open to be contacted about and so on.

To access these settings click on your name in the top right hand corner of the screen and a dropdown will appear. Now select 'settings'.



This will bring you to a screen that has a range of options for configuring your LinkedIn account.

- Personal Details – This will allow you to change your primary e-mail address and upgrade your account. It will also display details of inmails and introductions you can still send and/or purchase. Inmails are e-mails directly to people you are not connected to and introductions are requests to be introduced.
- Profile Controls – In the profile controls section you can configure items such as who can see your connections and/or who can see your activity feed.
- e-mail preferences – Select the types of emails you would like to receive, frequency of e-mails etc.
- Groups, Companies & Applications – Configuration items for your groups, companies and applications you have installed as part of your profile.
- Account – Various other account settings such as changing the password on your account.

## Create a Company Profile

Company profiles allow you to provide potential clients and candidates with a lot more information about your company and the people that work there. When you create a company profile you are able to enter details, such as, the web address, number of employees, as well as a description of what you do.

In addition to the details that you enter, LinkedIn also pulls in additional data from around the site to provide a complete view of the company. For example, all of your job listings will automatically show up on your company profile, along with links to the profiles of all current employees, former employees, new hires, and recent promotions. LinkedIn also does analysis of your company and the connections that your employees have on the network. For example, it will automatically calculate your company's median age, top schools, and other companies that they are well-connected to.

### **To setup a company profile:**

1. Select the 'Companies' menu option (top part of the screen)
2. Click on the **Add Company** option.
3. Enter the name of your company as well as your company email address. A confirmation email is then sent to your company email address for verification.
4. Once you have confirmed your email address you can enter more details about your company, like its description, number of employees, and industry it operates in.

**TIP:** *The Specialities field lets you enter a range of keywords to help your company get found on LinkedIn. So if your hotel wants to get business in the conferencing and weddings area then make sure to enter these as specialities.*

## Make Connections

To start seeing the real benefit of LinkedIn you need to start connecting with other LinkedIn users. Your contacts that are part of your LinkedIn network are called your "connections." A connection could be a friend, colleague, classmate or business associate, but basically it is someone that you know well or who is a trusted business contact.

To turn a contact into a connection you need to invite that person to join your network and they need to accept. Similarly, if someone wants to add you to their network they need to invite you and you need to accept. Regardless of who invites who, when an invitation is accepted, both parties are automatically added to each other's list of connections.

However, the power of LinkedIn is not just your direct connections but their connections, giving you access to wider and larger group of people. In LinkedIn there are three levels of connections:



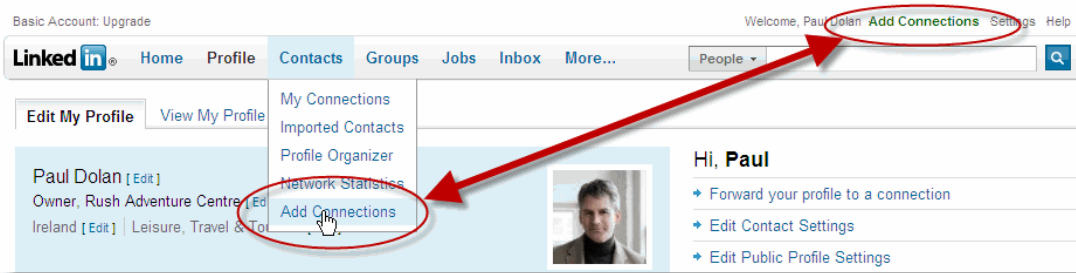
The people who have accepted an invitation to join your network are your direct connections and they are referred to as being one degree away from you. All of your direct connections' connections are two degrees away from you and their connections are three degrees away. All LinkedIn members that are up to three degrees away from you are considered part of your LinkedIn network.

As you can see above, from just 481 direct connections you have the potential to connect to a vast number of people on the LinkedIn network. With over 4 million possible connections the possibilities are unbelievable.

## Ways to Find People on LinkedIn

In order to build your network quickly LinkedIn provides a number of easy ways for you to find people you know and connect with them. For example, you can use the contacts in your email address book to find people you know, or you can see a list of LinkedIn users that have either went to the same college as you or worked in the same company as you.

To find people to connect to, select the **Add connections** option from the Contacts menu or click on the **Add connections** link in the top right hand corner of the screen.



On the resulting screen there are 4 tabs as follows:

- **Add Connections** — use email addresses to find people you know on LinkedIn. You can either manually enter their email addresses or use your email address book to find people quicker.
- **Colleagues** — find people who you worked with in the past or who you currently work with. For each position in your profile LinkedIn searches all the other profiles in their network to find other users who worked in the same company at the same time, and presents you with a list. All you need to do is click on the people you know and send them an invitation. You can even personalise the invitation email.
- **Alumni** — find people who you went to college with. For each college/school you attended, LinkedIn searches all the other profiles in their network to find other users who were at the same college at the same time. You can narrow the list to only display those that graduated in the same year as you.
- **People you may know** - LinkedIn helps you to find people you know by allowing you to give access to LinkedIn to your address book, expanding on your profile so LinkedIn can find some more suggestions and inviting people that may not be on LinkedIn yet.

Once you send an invitation to someone, they will receive an email. If they accept your invitation then you will see that person in your list of contacts.

## Accepting Invitations

The question most people struggle with on LinkedIn is who to accept invitations from. This is a personal choice and really depends on what you are using LinkedIn for. If you are just using it to keep in touch with colleagues, clients and business associates then you may only want to accept invitations from people you know. However, if you are using LinkedIn to help promote your business by finding new clients and business associates then you should consider each invitation carefully. If you do not know who they are at first glance, you might want to click on the persons name and check out their profile first to find out a bit more about them.

**TIP:** *Don't just connect with someone for the sake of it. Always strive to make meaningful connections so that your network is useful and beneficial to your business. Always look at the person's connections to see if their connections may be of use to you.*

If you don't want to accept an invitation from someone you can simply archive their request, which basically ignores it. The person that sent you the invitation will not know that you have archived it so don't worry about offending them.

**Note:** *Never click on the Don't Know This Person button unless you are being solicited in an unprofessional or undesirable way. When you do this LinkedIn considers this person to be potentially bad. After 4 or 5 of these they are banned from LinkedIn forever.*





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