

# REAL CONVERSATIONS. REAL FAMILIES. REAL BUSINESS.

Family businesses are built on relationships – and that’s both their greatest strength and their greatest challenge.

Behind every successful family enterprise are conversations that shape decisions, direction and dynamics. Some are constructive. Others are complicated, emotional, or quietly avoided for years.

Family Business Unfiltered is an immersive experience designed to help family businesses talk more openly, listen more clearly, and move forward together.

Using live actors to portray familiar family business scenarios, the session invites honest discussion, shared learning and practical insight creating a safe space for conversations that rarely happen, but deeply matter.



Alongside the acted scenarios, the event will feature two honest, on-stage interviews hosted by Caroline O’Neill, offering real, lived perspectives from family business leaders who are navigating these dynamics every day.



**LINDA STINSON**  
Bellamianta

Linda Stinson is the Founder and CEO of Bellamianta, Ireland’s leading luxury tanning, skincare, and cosmetics brand. Inspired by her own skin struggles, Linda created Bellamianta in 2015 to develop clean, high-performing products that care for the skin while delivering flawless results.

Under her leadership, Bellamianta has grown into a multi-award-winning brand, stocked by major retailers across Ireland and the UK and now exporting to seven countries. A proud Tyrone native and mother of three, Linda is known for her authenticity, innovation, and passion for empowering confidence through beauty.



**Colin Conway**  
Newell Stores

Colin Conway is the Managing Director and 2nd Generation owner of Newell Stores, an independent retail company based in Mid Ulster.

Under his leadership, Newell Stores has successfully opened a second location, expanded into alcohol and in 2024 opened their first bistro in partnership with award winning chef James Devine.

Colin is a Tyrone local and father of two. He is currently working as part of Dungannon Chamber of Commerce to help pilot new initiatives to help the next generation of SMEs.

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# THE NI FAMILY BUSINESS FORUM WAS BUILT ON PEOPLE.



**People who showed up.  
People who shared openly.  
People who gave their time, insight and experience to help others  
navigate the realities of running a business with family.**

As part of Family Business Unfiltered, we invite all guests to stay and join us for a special Celebration Lunch – a chance to continue the conversations, reflect on the morning, and spend meaningful time together.

After lunch, we will present the Family Business Honours, recognising the individuals and businesses who have supported, shaped and strengthened the Forum throughout its first year.

To celebrate those who believed in the Forum from the beginning – helping create a trusted space where real conversations could happen and where family businesses across Northern Ireland could learn from one another.

We warmly encourage guests to stay with us to celebrate these businesses and enjoy more time to connect – marking an important milestone together and recognising the people behind the progress.

**Because strong family businesses don't grow in isolation. They grow through connection.**

## Booking Information

