



Oifig  
Fiontair  
Áitiúil

Local  
Enterprise  
Office

# TRAINING & DEVELOPMENT SPRING/SUMMER 2015



Oifig Fiontair Áitiúil Ceatharlach

Local Enterprise Office Carlow





## SPRING/SUMMER PROGRAMME 2015

Start Date	Description / Course Title	Time & Duration	Location	Fee
26-02-2015	Start Your Own Business Programme	6.30 p.m. - 9.30 p.m. 8 Nights	Carlow Town	Unwaged FOC Waged €30
18-02-2015	Management Development with Blaise Brosnan	8.00 a.m. - 11.00 a.m. 20 Sessions	Carlow Town	€400.00
25-02-2015	Procurement Essentials for SME's	9.30 a.m. - 11.30 a.m. 1 Session	Carlow Town	FOC
12-03-2015	Student Enterprise Exhibition and Awards County Final	4.00 p.m. - 6.00 p.m. Event	I.T. Carlow	FOC
04-03-2015	Retail Diversification Seminar in association with Carlow Chamber and Carlow Town Team	6.00 p.m. - 8.00 p.m. Event	Carlow Town	FOC
05-03-2015	Food Academy in association with Local Enterprise Office - Kildare	9.30 a.m. - 11.30 a.m. 3 Days Plus Mentoring	Carlow & Kildare	€200
26-03-2015	County Enterprise Awards	12.00 noon - 2.30 p.m. Event	Carlow	Invitation Only
24-03-2015	Merchandising My Shop in association with Carlow Chamber and Carlow Town Team	9.30 a.m. - 4.30 p.m. 1 Day Plus Shop Visit	Carlow Town	FOC
26-03-2015	Start Your Own Business Programme	9.30 a.m. - 4.30 p.m. 3 Days	Carlow Town	Unwaged FOC Waged €30
26-03-2015	Advanced Social Media Skills for SME's	9.30 a.m. - 4.30 p.m. 1 Day	Carlow Town	€25
31-03-2015	Perfecting Your Sales Pitch with Gavin Duffy	9.30 a.m. - 4.30 p.m. 1 Day	Carlow Town	€50
15-04-2015	Business to Business Networking Event - Success Leaves Clues with Sean Gallagher	12.30 p.m. - 2.30 p.m. Event	Seven Oaks Hotel	€10
30-04-2015	Developing Your Business Plan	9.30 a.m. - 4.30 p.m. 1 Day	Enterprise House	€25
27-05-2015	Women in Business Networking Evening	Event	Carlow	
19-05-2015	Creating Content for online PR	9.30 a.m. - 4.30 p.m. 1 Day	Enterprise House	€25
28-05-2015	Competency Based Interviewing and Recruiting within the Law	9.30 a.m. - 4.30 p.m. 1 Day	Enterprise House	€25
18-06-2015	Google Adwords	9.30 a.m. - 1.00 p.m. 1 Day	Enterprise House	€25
30-06-2015	Making the Media Work for You	9.30 a.m. - 1.00 p.m. 1 Day	Enterprise House	€25
04-06-2015	EHA1 Primary Course in Food Safety	9.30 a.m. - 4.30 p.m. 1 Day	Enterprise House	€25



The Local Enterprise Office (LEO) as part of Carlow County Council provides a wide range of supports to new and existing local businesses. Our confidential advisory service is open to anyone exploring self employment as an option or for those who are currently operating a business.

LEO Carlow operates an “Information Centre” and business clients are welcome to discuss their venture with our Business Advisor. We can help you to identify the most appropriate supports/steps to take to advance your business proposition. Staff will also provide direction on soft supports such as training programmes, mentoring and business development initiatives. To assist the business community in meeting the challenges of the business world, LEOs provide a wide range of high-quality training supports which are tailored to meet specific business requirements.

Whether it is starting a business or growing a business there is something suitable for everyone. The following brochure contains some of our programmes to be delivered from January-June 2015 and we constantly review the requirements of our community to ensure the delivery of an effective service. In order to keep abreast of the latest offerings from the Local Enterprise Office you can be added to our mailing list by e-mailing [enterprise@carlowcoco.ie](mailto:enterprise@carlowcoco.ie) or by logging onto our Website on [www.localenterprise.ie/carlow](http://www.localenterprise.ie/carlow). If you have a particular course that would help develop your business feel free to contact us on [enterprise@carlowcoco.ie](mailto:enterprise@carlowcoco.ie)



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## Start Your Own Business Programme

Dates: 26th March, 2nd & 9th April 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 4.30 p.m. 1 day p/w Thursdays  
Fee: Waged €30.00, Unwaged Free of charge  
Trainer: Tony Ennis

Dates: Every Thursday from 26th Feb - 16th April  
Location: Carlow Town  
Time: 6.30 p.m. - 9.30 p.m. 1 night p/w Thursdays  
Fee: Waged €30.00, Unwaged Free of Charge  
Trainer: Jacqui McNabb

The Start Your Own Business Programme will guide you through the various aspects of starting and running a business in Ireland. The objective is to assist you in assessing the viability of your business idea. No prior knowledge is required.

### Content:

- Business Planning
- Market Research and Marketing
- Bookkeeping and Taxation
- Financial Management and Source of Finance
- Legal and Insurance Issues
- Sales
- Self-Assessment
- Legal issues for Start Ups
- Preparing a Business Plan
- Marketing for the Small Business
- Researching the market
- Finance
- Funding sources/approaches Basic Book-keeping
- ICT and the Small Business

### Objectives:

- Provide a detailed understanding of the core issues involved when considering establishing a business
- To give participants a detailed knowledge of key operational areas which are an integral part of operating a business in Ireland today
- To give participants a framework they can use to maximise their potential for success

At the end of these programmes participants should understand how to assess the feasibility of their business idea. Be able to develop an action based marketing plan for their business and have skills for achieving their projected sales targets. The participant should also be able to understand how to manage cash flow in their business. Training will include exercises which are practically focused with your needs in mind.

## Developing your Business Plan

Date: 30th April 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 4.30 p.m.  
Fee: €25.00  
Trainer: Jacqui McNabb

This programme is designed to cover the key elements that are required in a business plan and to assist the small owner/manager to make appropriate decisions for the future business direction. This programme helps lay down the foundation for ones entrepreneurial pursuits by writing a business plan and then use it to leverage support and or funding from third parties.

### Content:

- The process of writing a business plan
- The key elements of the plan
- The role of good information in making decisions in relation to your market
- How to overcome obstacles when writing business plan
- Pricing
- Financial Projections - Cashflow and P&L
- Assessing your business idea
- Complete a Business Plan step-by-step,
- Complete a Starting-up Check list

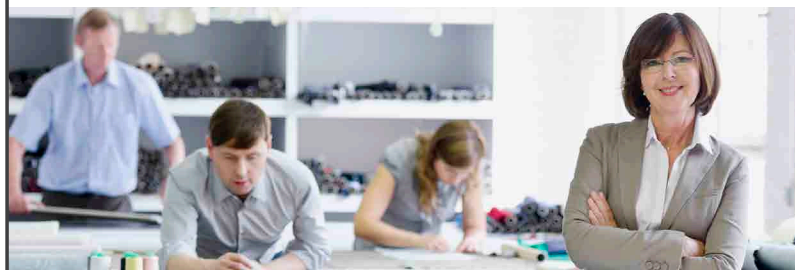
A variety of methodologies will be used, including lecture/presentation, discussions, group work, questions and answers, small and large group exercises, role plays and simulations.

### Main Outcomes

- Assessing ones business idea or existing model with an experience mentor
- Gain a clear understanding of the objectives and process of writing a business plan
- Complete a Business Plan step-by-step via a structured workshop and writing workshop

### Main Benefits of planning your business are:

- It sets out a clear path to your goals
- It allows you to anticipate future strengths, weaknesses, opportunities and threats
- It keeps you on track towards your goals and helps you not to get side-tracked
- It is a sign of your commitment
- It is a useful tool for communicating with bankers, other lenders, suppliers and customers
- It shows you and others that you know your business





## Perfecting Your Sales Pitch

Date: 31st March 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 5.30 p.m.  
Fee: €50.00  
Trainer: Gavin Duffy - Dragons Den, Mediatraining.ie

These days we all have to work harder to attract new customers and to hold on to existing ones. More and more often, that involves pitching ourselves and our businesses to prospective clients - competing with many other companies which are trying to do the exact same thing! This tailor made workshop, shows you how to make your pitch really effective and memorable, and will help win you the business.

### Content:

- What makes a good pitch
- What are the strengths of the team members
- Picking a team leader
- Why this team is uniquely skilled to meet the demands of this contract
- How to make a presentation really flow
- Dealing with awkward questions
- Giving the pitch a watertight closure

Perfecting Your Sales Pitch is a tried and tested programme that gets results. Solid material, a cohesive strategy and smooth links from one presenter to another leave the client with no doubt that this is a highly skilled and committed group of people, who have put serious thought into the project and are really keen to take it forward.

### About Gavin Duffy



Gavin Duffy is one of the business mentors and investors on RTE's Dragons' Den. As a professional Communications Trainer, Gavin has been training senior executives and company CEO's who have to

face the media for over 25 years. A regular radio commentator on business and the economy, Gavin is an acknowledged expert in media coaching and business development.

A popular keynote speaker and MC, Gavin has been in demand to speak at public and private functions on a variety of issues. Gavin Duffy is widely known for his Dragon's Den Investments but Gavin also presented RTE's first ever business programme, Marketplace, in the 80's and was a regular on the then fledgling Morning Ireland radio programme. He left RTE to become CEO of local radio station, LFMF.

## Making the Media Work for You

Date: 30th June 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 1.00 p.m.  
Fee: €50.00  
Trainer: Orlaith Carmody - Mediatraining.ie

A 'must do' for anyone facing a media interview, this practical programme delves into the pace and unpredictability of a media interview. In this session you will learn how to do a media interview - how to prepare your strategy and deliver your message in a calm, confident and memorable way.

### Content:

- Is the media out to trip you up?
- Coping with nerves
- Making a positive start
- Taking control
- Handling interruptions
- Getting your message across
- Dealing with crossfire
- Giving quotable quotes
- Having the last word

### About Orlaith Carmody



Orlaith is Managing Director of Mediatraining.ie, a consultancy specialising in communications training & leadership development. As a keynote speaker, conference chair and seminar leader,

Orlaith has addressed some of Ireland's most influential business people, networks and political groups on the subjects of professional development and corporate leadership. She has also presented at conferences in Europe, the USA and Canada. She is an active media and business commentator, and contributes regularly to a variety of radio and TV programs and publications.

Over the years Orlaith has been variously a broadcast journalist with RTE, an independent producer, a media and management consultant, and an educator and trainer. As a serial entrepreneur she has been actively involved with over a dozen start-ups, and continues as a shareholder and director of a number of SMEs in recruitment, production, education and manufacturing. She is currently a board member of RTE, HRM Recruit, and Ablevision Ireland, and is a founder member and President 2014/15 of the Irish chapter of EO, the international Entrepreneurs Organisation.



## Management Development Programme

Dates:	Wednesday 18th February 2015
Location:	Enterprise House, O'Brien Road, Carlow
Time & Duration:	8 a.m. - 11.00 a.m. 20 Weeks - Wednesdays
Trainer:	Blaise Brosnan – MRI

The Local Enterprise Office Carlow proposes to run its very successful Management Development Programme again this year. This very practical programme, for owners / managers of small businesses, will facilitate participants to develop their management skills and is suitable for those interested in growing their business. The programme will be facilitated by Mr. Blaise Brosnan from Management Resource Institute [MRI] who has successfully delivered it for a number of years.

### Objectives:

- The key objective of the programme is to deliver actual improvements to the efficiency and profitability of the participant businesses. The programme enables participants to critically assess their own business, develop realistic achievable goals and implement practical actions that lead to measurable improvements and increased profitability. This programme has been delivered to over 2000 companies in the South East of Ireland.

### Method:

The programme consists of a combination of training, peer learning and mentoring.

Over a period of 20 weeks, participants will be taken through all of the fundamentals of good management practice, however the key ingredient that makes this course so successful is that the focus is on the practical application of these fundamentals.

In addition to the training, participants are actively encouraged to learn from each other and to discuss, within their own comfort zone, any business issues they may encounter.

Mentoring is another key aspect of the programme. The consultant who delivers the programme offers four individual mentoring sessions to each participant, these usually take place at the participants business premises. This one to one consultancy is an invaluable aid to participant businesses, both in the identification of issues and the delivery of solutions that can be implemented.

### Participant Profile

This programme is aimed at business owners or managers in existing [rather than pre-start up] businesses. The participant needs to be the decision maker in the business in order to apply the learning and achieve the results. Academic qualifications or computer skills are not required.

Over the last number of years participants have been primarily owner managers drawn from all industry sectors, ranging in size from sole traders to employing up to fifty people. The sectors represented on the last programme included software development, security services, construction, retail, engineering, hospitality, manufacturing and information technology.

Participant companies should have 5+ employees. The cost of the programme is highly subsidized at €800 per place with additional places costing €400 for up to 3 delegates per company. There are 10-12 places available on this programme.

### About Blaise Brosnan



Blaise Brosnan has a unique blend of practical top management experience gained over 25 years in his capacity as Chief Executive of a well known National business and later as business

adviser to a range of Irish business types. In addition to this, he has gained further National and International experience, having successfully completed a range of projects in Ireland, US, Turkmenistan, Ukraine and in Russia.

To underpin this "cutting edge" experience, he studied and graduated from TCD in 1989 with a M.Sc.Mgmt. The strategic orientation of this programme was the perfect complement to the analytical nature of his primary Economics Degree. The combination of practice and theory coupled with a pair of trained objective eyes, ears and hands equip him to make meaningful interventions for clients. He does this by facilitating his clients to strategically reposition their businesses, so they can gain leverage in their changing environments.

He is Strategy Senior Specialist within the Management Resource Institute, working with Boards and senior management to stand back from their businesses and formulate and agree their future strategic repositioning. He then works with the team to bring that strategic thinking and vision down through their organisations, so that they are all "singing from the same hymn sheet". He achieves this through a combination of direct facilitation and focused training.

He is also founder Director of International Dispute Resolution [Ireland] Ltd, which specialises in providing disputants with an alternative to the normal litigation routes, to solve their commercial disputes. In addition to this he is a Director of a number of commercial businesses, three of which he is currently chairman.

Outside of his formal commercial positions, he holds or has held a number of influential positions. He is the former regional chairman IMI [Wexford], founder of IDW, founder member of Enniscorthy Rotary Club, Former Board member of 1798 Visitor Centre and The Wexford International Festival Opera and others.

## Exhibition Opportunities

Marketing experts across the world agree that people buy from people. In the digital world we now live in, exhibitions provide businesses with a unique marketing advantage – the opportunity to meet, connect and build rapport with current and prospective customers.

Exhibitions can be seen as a large investment, particularly by small and medium-sized businesses, but by investing in the short term, you can reap the benefits in the long term, turning the leads collected at an exhibition into loyal customers. As part of its 2015 programme the Local Enterprise Office will provide opportunities for companies to exhibit either product or their company at the following shows:

- **National Ploughing Championships**
- **Bizfest 2015**
- **Collective Stand with Carlow Tourism at Bloom - Product and Information Only**
- **Collective Stand with Carlow Tourism at Balmoral - Product and Information Only**

To participate in these shows please e-mail [kcomerford@carlowcoco.ie](mailto:kcomerford@carlowcoco.ie) or call 059 913 0880

The local enterprise office can also provide financial support to manufacturing and internationally traded services with less than 10 employees to exhibit at Trade shows and applications for same will be accepted up to 10th March 2015. For further information on our supports for Trade Shows contact [kcomerford@carlowcoco.ie](mailto:kcomerford@carlowcoco.ie) or call 059 913 0880

## National Enterprise Awards 2015

The Local Enterprise Office is currently seeking applications for the County Final of the National Enterprise Awards. Applications are invited from companies of 10 employees or less who have developed over the past 12 months and display innovation and creativity. The winner of the County Enterprise Award will win a trophy and €1,000 prize.

**The application process is as follows:**

### Expressions of Interest

19th February 2015

### Mentor Appointed to Shortlisted Companies

21st February 2015

### Closing Date for Submission of Business Plans and Completed Application Forms

14th March 2015

### Judging Day Scheduled

24th March 2015

### Enterprise Awards Lunch

26th March 2015

Further details are available from Anna Byrne  
E-mail: [abyrne@carlowcoco.ie](mailto:abyrne@carlowcoco.ie) or call 059 913 0880





## Networking Opportunities

The Local Enterprise Office work on a programme of events each year to deliver genuine commercial opportunities, enhance the flow of knowledge and develop a supportive business community in Carlow and beyond. Our networking events are designed to allow companies to enjoy invaluable access to the people and information that can move their business forward, regardless of the sector they work in. Full details of our networking events are available approx 3-4 weeks prior to an event being hosted.

**If you would like to host a networking event with the Local Enterprise Office Carlow, please contact [kcomerford@carlowcoco.ie](mailto:kcomerford@carlowcoco.ie) or call 059 913 0880.**

The following is a summary of the events scheduled to date from the Local Enterprise Office - Carlow:

- **Business to Business Networking Event – Success Leaves Clues with Sean Gallagher In Association with Carlow Chamber**
- **Women in Business Networking Event – 27th May 2015**

### Business to Business Networking Event – Success Leaves Clues with Sean Gallagher in association with Carlow Chamber

Date:	15th April 2015
Location:	Seven Oaks Hotel, Carlow
Time & Duration:	12.20 p.m. - 2.30 p.m.
Fee:	€10.00
Trainer:	Sean Gallagher

#### About Sean Gallagher



Sean Gallagher is a champion of small business and entrepreneurship. As a businessman, he is best known as co-founder and former CEO of Ireland's largest home technology company, Smarthomes. He has been a popular investor on

the TV Show, Dragons Den (Shark Tank in the US) and a finalist in the Ernst and Young Entrepreneur of the Year Awards. Prior to becoming an entrepreneur himself, Sean was A/CEO of one of Ireland's County Enterprise Boards where he successfully trained hundreds of start-up and emerging entrepreneurs.

Sean believes that entrepreneurs have the capacity to literally change the world. He understands too, that for most entrepreneurs, it is not just about making money; it is about making a difference. He sees entrepreneurs as unsung heroes who not only create products and services that enhance the quality of people's lives, the world over but who create jobs that help support individuals, families, communities and entire nations.

Sean believes that entrepreneurship is not the sole preserve of the business world but can be found in every sector of society. It is about being innovative and helping to find new solutions to old problems. It is about taking action, taking risks and is, above all, about creating real and meaningful change in the world.

Sean appreciates that most entrepreneurs measure their success by how they use their skills, talents and abilities in a way that best serves others. Sean believes in a philosophy where each one of us has the potential to live our life to the fullest and in so doing, has the capacity to make a real difference in the world. He strongly supports the teachings of writer and speaker, Dr. Wayne Dwyer who believes that each of us has a unique song to sing and that we should ensure that when our time comes, we do not die with our music still in us.

### Procurement Essentials for SME's

Date:	25th February 2015
Location:	Carlow Town
Time:	9.30 a.m. - 11.30 a.m.
Fee:	Free
Trainer:	Procurement Team

The aim of this workshop is to provide participants with the foundation to approach tendering to both the public and private sector. The workshop will also provide the ability to gain the maximum benefit from using the eTenders website.

Every business can tender for government contracts of some sort – from smaller, local opportunities, to pitching as part of a collaborative/consortium bid for a larger project.

Jargon terms will be explained, as will legislative requirements, and topics such as obtaining feedback on unsuccessful bids, and getting external help will also be covered.

This seminar is designed to be of particular relevance to Local Enterprise Office clients – that is, SMEs with one to ten employees, that wish to supply goods/services to Carlow County Council and other Local Authorities.

#### Content:

- Tendering Fundamentals
- Public and Private procurement environment
- Introduction and instruction on the use of eTenders
- The bid/no bid decision process
- Formulating bid strategies
- Designing, writing and producing the bid document
- Evaluation criteria

At the end of this programme, participants will be able to prepare and submit winning tenders by examining the "real" requirements of the tender document.

Participants will also be able to apply best practice guidance on how to write the bid document and will also be able to use the eTenders website to its maximum potential.



## Advanced Social Media Skills for SMEs

Dates: 26th March 2015  
Location: Carlow Town  
Time: 9.30 a.m. - 4.30 p.m.  
Fee: €25.00  
Trainer: Lorna Sixsmith

Advanced Social Media Skills will ensure that participants are well equipped to run their facebook page at an advanced level following the course.

### Content:

- How to create engaging content that will be seen within the newsfeed of a good percentage of fans
- How to drive traffic to their website from Facebook
- How to schedule updates and read Facebook Insights
- Understanding how facebook works - increase the edgerank
- How to analyse which content is working best for them
- How to add tabs and apps to their facebook page
- How to improve their images by using Picmonkey
- The advantages of pinning content
- How to set goals and achieve results
- How to run competitions on facebook which are free and abide by the rules
- Tips for using Facebook Advertisements

## Google Adwords

Dates: 18th June 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 1.00 p.m.  
Fee: €25.00  
Trainer: Noel Davidson

### Content:

- Introduction to Google Adwords
- How to get started?
- Why advertise online?
- Live demo - steps by step process
- The fastest way to get ads on Google
- Irish success stories
- Help online - learning and support

### What is the format of the course?

The course will be interactive where learners will be encouraged to get involved and participate to their level of comfort. Topics will be presented in a realistic and practical manner making it easier for learners to transfer their learning into their workplace and in their everyday living.

### Delivery style:

Will include the use of trainer presentations and live demos, group and individual work, discussions, role plays and question and answer sessions.

## Interviewing and Recruiting within the Law

Dates: 28th May 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 4.30 p.m.  
Fee: €25.00  
Trainer: Brid Deering

This course will look at best practice in recruitment and selection, concentrating in particular on the interview process. The objective of the course is to provide participants with an overview of recruiting within the law and best practice in competency base recruitment and selection.

The course is highly interactive. Through group exercises you will learn how to prepare selection materials and you will conduct a competency based interview.

The course is designed for employees, business owners and HR professionals or those who will be responsible for or involved in the recruitment and interview process.

### Main Outcomes

- Understand the law and its impact on the selection and recruitment process
- Understand the benefits of an effective recruitment and selection process
- Recognise importance of adopting a structured recruitment process and the use of relevant selection methods
- Screen candidates' CVs or application forms using an agreed selection criteria and score same
- Conduct a competency based interview
- Ask effective questions & accurately assess the candidate's potential suitability for the role
- Give constructive feedback to successful and unsuccessful candidates

### Supports provided:

- A comprehensive paper on Recruitment and Selection 2015
- A number of checklists and templates
- A sample Recruitment Policy



## Retail Development Seminar

Dates: 4th March 2015  
Location: Carlow Town  
Time: 6.00 p.m. - 8.00 p.m.  
Fee: Free of Charge  
Trainer: Elmer Kerr

Reduced footfall has been an unwelcome feature of the past number of years and it is imperative therefore that prospects who visit your outlet don't go away empty handed.

Creating a greater level of sales awareness among your staff will safeguard precious business drifting into the arms of competitors. Studies indicate that retail staff have a tendency to be either over eager or unassertive and when this imbalance is addressed with professional retail sales training techniques, dramatic results can be achieved.

This seminar is designed for you as an Owner/Manager to help look at your business in a very practical and highly participative way, with extensive use of realistic examples and interactive exercises.

## Merchandising My Shop Programme

Dates: 24th March 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 4.30 p.m. 1 Day Plus Shop Visit  
Fee: €100.00  
Trainer: Elmer Kerr

Visual Merchandising is the activity of maximising the impact of Retail Display space and has become an important element in retailing. As an owner/manager you can create displays using colour, lighting, space, product information, sensory inputs such as smell, touch, and sound as well as technologies such as digital displays and interactive installations. The objective of this highly practical programme is to ensure that attendees are furnished with the core concepts and skills used in visual merchandising and get an external viewpoint of how their business premises is merchandised.

This benefits of this programme will be presented at the Retail Diversification Seminar on 3rd March 2015 and attendee's will be eligible for a 50% reduction in the course fee.



Elmer is a Director of PMM Group and his role includes consultancy in sales and marketing to all retail sectors in Ireland including responsibility for client services, planning and strategic development.

Elmer initially qualified as a Certified Accountant and spent many years in senior management, sales and after sales in the Automotive Industry working with motor manufacturers in dealer network development.

Elmer's knowledge and expertise in areas such as finance, customer satisfaction and loyalty programs, selling techniques, low-cost retail marketing and a deep understanding of the internet, eCommerce and social media ensure that PMM clients gain an effective "competitive-edge" in their core markets.

His client portfolio includes multiple organisations such as Opel, Ryanair, Volvo, Diageo, Independent News and Media, Honda, Irish Nursing Homes, Irish Pharmacy Union and Irish Hardware Association.

These seminars are in association with County Carlow Chamber and Carlow Town Team.





## Food Academy Programme in association with Kildare Local Enterprise Office

Dates: 5th March, 2nd and 23rd April 2015  
Location: Carlow and Kildare  
Time: 9.30 a.m. - 5.30 p.m.  
Fee: €200.00

This two month Food Academy training programme in association with the Local Enterprise Office Kildare is for those looking to develop and grow a small-scale food or drink production business.

The Food Academy is a initiative developed through collaboration between Bord Bia, Local Enterprise Offices and Supervalu. The programme provides integrated support and training to food companies as they progress on their journey of growth from start-up to national distribution and export. The Food Academy Start programme is a comprehensive training programme which consists of a number of modules covering Finance, Distribution, the Market and the Consumer, Production and Marketing.

### Module 1: Marketing Strategy and Segmentation

Module One will see participants develop an in-depth knowledge of the tools which can be used to assess the market background, target consumers, routes to market and how to develop an effective marketing strategy for their products.

### Module 2: Technical Issues

Module Two participants will come to understand the core technical issues facing food and drink business. The module will focus on how to run a business correctly and legally to maintain effective management and growth.

### Module 3: Marketing and Growing Sales

Module Three will look at further elements of the marketing mix. Participants will gain a good understanding of the different elements of the marketing mix and how the use of better packaging and branding will drive profitable sales.

### Who Can Participate?

The Food Academy is aimed at those in the early stages of developing food or drink business. Selection criteria will apply.

### How Much Does it Cost?

The Academy costs €200 and is inclusive of all course materials, training and mentoring provided.

### How Do I Apply?

If you are based in Carlow or Kildare, please contact us to express an interest in the next food academy programme.

## EHAI Primary Course in Food Safety

Dates: 4th June 2015  
Location: Enterprise House, O'Brien Road, Carlow  
Time: 9.30 a.m. - 5.30 p.m.  
Fee: €25.00  
Trainer: Brid Fox, CaterCare Ltd.

This programme will provide learners with adequate training in the basic principles of food hygiene, Level 2 FSAI. This programme which is certified by Environmental Health Association of Ireland is suitable for all food handlers and supervisors serving and producing food for public consumption.

This course will give learners a good basic understanding of Food Safety practices, HACCP and conducting a food operation in a safe manner. On completion of the programme, successful learners are awarded a certificate from the Environmental Health Association of Ireland [EHAI].

### Content:

- Food hygiene - why bother
- Food contamination
- Food delivery and storage
- Food preparation, cooking and service
- Personal hygiene
- Design and layout of food premises, pest control
- Cleaning
- Introduction to HACCP
- 1 hour exam





## BOOKING FORM

Date:	Programme Title:		
Name:	Surname:		
Address: _____ _____ _____	Telephone:		
	Mobile:		
	Email:		
	Please note your e-mail will be added to our mailing list to keep you up to date with future LEO Events.		
Company Name [if applicable]			
Do you have any special requirements?			
I enclose €			
Signature:	BLOCK CAPITALS:		

Pay by Cash / Cheque / Postal Order / Bank Draft  
 Payable to Carlow County Council  
 Course Commencement is subject to sufficient numbers  
 Course places are limited, early booking is advised  
 Course places reserved only on receipt of full course fee

Please return completed booking form to:  
 Local Enterprise Office - Carlow  
 Enterprise House  
 O'Brien Road  
 Carlow

Website: [www.localenterprise.ie/carlow](http://www.localenterprise.ie/carlow)  
 Telephone: 059 913 0880  
 E-Mail: [enterprise@carlowcoco.ie](mailto:enterprise@carlowcoco.ie)