



CARLOW
COUNTY COUNCIL
COMHAIRLE CHIONTAE CHEATHARLOCHA

Oifig Fiontair Áitiúil
Local Enterprise Office



Autumn / Winter
2018

TRAINING, DEVELOPMENT & NETWORKING



Oifig Fiontair Áitiúil **Ceatharlach**

Local Enterprise Office **Carlow**



European Union
European Regional
Development Fund



START YOUR OWN BUSINESS COURSE (10 evenings)			
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USING REVENUE ONLINE SERVICES			
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START YOUR OWN BUSINESS COURSE (3 full days)			
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BUILDING A REVENUE-GENERATING EXPERIENCE FROM YOUR AGRI-FOOD TOURISM ENTERPRISE			
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Welcome

The Carlow County Council - Local Enterprise Office is conscious of the need to enhance the employment creation potential, survival capacity and general up-skilling of all businesses in County Carlow and their employees by improving management capabilities and addressing their needs in areas such as marketing, product development, sales, finance, administration, innovation, exporting, general management development and the establishment of management information systems.

Considering self-employment as a career option, the **Start Your Own Business Programme** is aimed at assisting you to assess your idea, its viability and to decide if you should proceed or take a step back. The Start Your Own Business Programme focuses on those with a business idea; likely to be full-time employed, unemployed, recently made redundant and women returning to the workforce and unsure as to how to develop the idea into a business plan.

This season we have a variety of Training, Development & Business Opportunities for County Carlow companies such as Scenario Planning for Brexit, Digital Marketing, Business Planning, Preparing Your Elevator Pitch, to name but a few.

All courses are highly subsidised and places are allocated on a first come, first served basis. **During the year we will add a variety of Networking Events, Courses & Seminars** and in order to stay up to date you can subscribe to our mailing list on www.localenterprise.ie/carlow or by calling **059 9128983** or keep an eye on our website where full details will be posted of all events or on social media on Facebook / Twitter or LinkedIn (just search for Carlow LEO). As always if you're planning to develop your business you can at any stage meet a business advisor for a confidential, one-to-one advice on the large variety of supports available from the State.

Contact Us for Supporting Your Business.

Kieran Comerford

Head of Enterprise, Local Enterprise Office

BOOKINGS

Online: www.localenterprise.ie/carlow

Phone: **059 9129783**

Email: enterprise@carlowcoco.ie

Payment can be made by
Cash / Cheque / Postal Order / Bank Draft
Payable to 'Carlow County Council'

All courses are highly subsidised and places are allocated on a first come, first served basis, early booking is advised. In the event of over subscription preference will be given to companies and individuals based in County Carlow. Course commencement is subject to sufficient numbers. Course places reserved only on receipt of full course fee. Fees are non-refundable except where a course is cancelled by the Local Enterprise Office due to insufficient bookings.

START YOUR OWN BUSINESS COURSE

Duration:	10 evenings (one evening per week)
Dates:	September 25th; October 2nd, 9th, 16th, 23rd, 30th; November 6th, 13th, 20th & 27th (Tuesdays)
Time:	6.30pm – 9.30pm
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€50.00
Trainer:	Enterprise Management Resource

Duration	3 days (1 day per week)
Option 1	October 17th, 24th & 31st (Wednesdays)
Option 2	November 22nd, 29th; December 6th (Thursdays)
Time	9.30am – 4.30pm
Location	Enterprise House, O'Brien Road, Carlow
Fee	€50.00
Trainers	Midland Training Services (option 1) Mentor Consultants Limited (option 2)



Course Overview:

The 'Start Your Own Business' programme has been designed to address the needs of those wishing to start their own business, or those who have recently started trading. It is aimed at providing practical support, advice and guidance in a broad range of business areas. This programme will enable participants to gain a working knowledge of how to set up a business and / or to manage an existing business.

Course Objective:

- How suited are you to run your own business?
- Help you develop a business plan for your own business
- Introduction to a broad range of business issues facing all those who start and run their own business
- How to use a Business Advisory Service, which provides one-to-one support to assist you in the development of your business idea
- How to utilise a financial planning service which will highlight potential sources of funding and eligibility towards further assistance, such as grants, low interest loans and equity

Course Content:

- Enterprise & Self Employment
- Market Research
- Who wants to be an Entrepreneur
- Taxation
- Finance & Book-keeping
- Marketing
- Sales and Sales Plans
- Cash Flow Projections
- Legal Implications
- Business Plan Preparation

*To book a place
or find out more
information:*

SCENARIO PLANNING FOR BREXIT

Duration:	1 day
Time:	9.30am – 4.30pm
Date:	25th September (Thursday)
Location:	Woodford Dolmen Hotel, Kilkenny Road, Carlow
Fee:	Free of charge*
Trainer	Paradigm Learning

Course Overview:

This innovative programme will help participants to consider the impact of operational decisions on company cash flow and growth. Scenario Planning for Brexit is delivered in partnership with the team at Paradigm Learning and utilises the award winning and highly interactive Zodiak business simulation.

Do you know how the following scenarios affect your business growth?

- Over dependency on the UK Market?
- Uncertainty about exchange rates?
- Supply chain volatility (freight, logistics, raw material cost, interruptions)
- Increased tariffs and taxes
- Loss of key customers and suppliers

Paradigm Learning approach is unique in that it guides companies towards discovering new ideas, understanding new concepts and creating new models of thinking and behaviour. Using stories, visuals, small-team exercises, simulations, gaming techniques, maps and models, participants are immersed in a thought provoking and mentally stimulating environment. By placing learners “in the driver’s seat,” they’re accountable for their actions and can see the impact of their decisions.

To book your place go to Eventbrite. Each place is €200 and is fully subsidised by the Carlow County Council’s Local Enterprise Office.



*Failure to attend will result in an invoice being generated for your company for the full attendance fee so please ensure you are available to attend prior to booking. Each company may book up to 3 places on this programme.

BUILDING A REVENUE GENERATING EXPERIENCE FROM YOUR AGRI-FOOD TOURISM ENTERPRISE

Duration:	1 evening
Time:	6.30pm – 9.30pm
Date:	5th November (Monday)
Fee:	Free of charge
Trainer:	Julie O’Brien, Runda

Course Overview:

The tourism sector’s best prospects for growth lie in generating increased levels of revenue from new and enhanced Tourism Experiences. Tourists are looking for the opportunity to book unique food experiences directly with local farmers, food producers, artisan producers, supper clubs, food and culture destinations, home cooks, craft brewers or passionate foodies who are happy to share their local knowledge. The aim of this briefing to assist companies both to think about the design of their agri-food tourism experience and to learn what is required to sell and promote the experience to domestic and international visitors.

The briefing will be facilitated by Julie O’Brien and following the briefing 5 companies will be selected for mentoring in order to develop a clear roadmap in order to either enhance or develop their agri-food tourism experience. This briefing is for County Carlow companies and start ups only.

Julie O’Brien

Owned and managed by Julie O’Brien, Runda offers sales, marketing and revenue management solutions for hospitality and tourism businesses, including accommodation providers, visitor attractions, festivals, event management companies, adventure tourism, culture and heritage bodies throughout Ireland.

With more than twenty years hands-on, senior level experience, Julie has worked in commercial roles as a tour operator, DMC, conference organiser and hotelier across leisure and corporate sales channels in both domestic and international markets; with responsibility for the generation of multi-million euro revenue targets. Currently, Julie works on a contract basis for private clients. Moreover, she is a registered trainer and mentor with Fáilte Ireland; and lead trainer within Fáilte Ireland’s Brexit Response programme.

SUPPORTED BY:



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

NEW EVENTS

R-INNOVATE CONNECT

NETWORKING EVENT

Ballon Community Hall: 3rd October Bagenalstown Credit Union: 23rd October

Time: 6.30pm – 9.30pm

Cost: Free of charge

Overview:

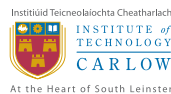
County Carlow Enterprises have the opportunity to attend the R-Innovate Connect Business Networking Evenings on 3rd October in Ballon and 23rd October in Bagenalstown. These events will be a chance to hear from expert speakers but also hear the innovative stories of local enterprises chaired by local experts in enterprise development and business support. Places are limited to 50 enterprises in each location and will be allocated on a first come, first served basis. The Keynote Speaker for Ballon is Anna May Mc Hugh and for Bagenalstown is Bobby Kerr.

The R-Innovate Enterprise Development Program has been taking place in Ballon and Bagenalstown since March 2018. The programme has worked with over 30 businesses across the respective towns villages and hinterland. The overall objective of the programme is based on guiding businesses on their next stage of development, doing so with a local understanding and with a global perspective.

The events will also give some sense of how rural towns and villages may develop over the coming years, and insight into the range of existing and new businesses that will form the backbone of the local economy.

A full in line up of speakers for each event will be announced in September and enterprises are encouraged to save the date and take part in an evening where connections are made and secrets to achieving enterprise success from a rural domain on to a national and international platform.

Full details for booking available on Eventbrite, calling 059 9129783 or emailing: enterprise@carlowcoco.ie



NEW EVENTS

CATALYST - FOOD, DRINK & LIFE SCIENCES SECTOR

INNOVATION & DEVELOPMENT WORKSHOP

Institute of Technology Carlow, Kilkenny Road, Carlow

Date: 1st October

Time: 9.30am – 5.00pm

Cost: Free of charge

Overview:

Catalyst is an EU Funded Programme which offers Food, Drink & Life Sciences companies in Carlow & Tipperary the opportunity to engage in a business innovation development programme over a 2 year period which includes mentoring, training, innovation residences and cross border networking and exchange. The Irish kick off event will be held in Institute of Technology Carlow on 1st October 2018 and will provide Carlow & Tipperary companies with the opportunity to find out more about the programme and the opportunities it presents.

The 1st October is a 1 day workshop designed to develop and enhance companies' understanding of key development and innovation opportunities for their business and following the day companies will be given the opportunity to apply for a place on the main Catalyst Programme.

Food & Drinks and Life Science businesses based in Carlow and Tipperary can avail of a range of supports for their businesses to drive innovation in Product Development, Communications and Resource Efficiency. CATALYST is INTERREG funded and works with partners in Wales to optimise access to expertise and develop new markets.

The Catalyst Project is led by the University of Wales Trinity Saint David working with WRAP Cymru, the Institute of Technology Carlow, Tipperary County Council and Carlow County Council.

Further information www.localenterprise.ie or email catalyst@carlowcoco.ie



To book a place or find out more information:

www.localenterprise.ie/carlow or call 059 9129783

MIND MAGIC YOUR BUSINESS

NETWORKING & EXPERT BUSINESS EVENT

Keynote Speaker: **Keith Barry**
Date: **November 29th** (Thursday)
Time: **5.30pm – 8.30pm**
Cost: **Free of charge**

Overview:

Mind Magic Your Business – Networking & Expert Business Development Event is a new Business to Business Networking & Development Event for 2018 and is being hosted by the Local Enterprise Offices in Carlow County Council, Kildare County Council, Kilkenny County Council and in partnership with Carlow Kilkenny Skillnet, Institute of Technology Carlow & Wright Insurance Brokers.

The event is broken into 3 parts ... The first part is “Network” where you will be provided with refreshments and an opportunity to network and build contacts. The second part is “Explore” where you will experience and be part of 1 of 4 expert talks held around the campus in IT Carlow and finally “Magic” where you will hear from the World leading TV Hypnotist, Mentalist and Magician about how you can “Mind Magic Your Business” to get greater results for the future.

This opportunity will be provided free of charge and bookings will open in early October 2018 and be limited to 200 places. SAVE THE DATE NOW.

Keith Barry

World’s leading TV Hypnotist, Mentalist and Magician

Most entertainers strive to be an expert in one given discipline. Keith has dedicated his life to be an expert in all of the mystery arts and is the only talent Worldwide to be a complete expert in magic, mentalism, hypnosis, escapology, brain hacking and deception. And, no one can figure out how he does what he does.

Keith’s TV appearances go viral. He’s the mentalist/ hypnotist expert/brains behind the wildly successful NOW YOU SEE ME movies franchise. HIS TED TALK HAS BEEN IN THE TOP 25 TED TALKS OF ALL TIME SINCE 2008. He has the rare and wildly entertaining ability to hypnotize anyone...anywhere... anytime. Keith is one of the world’s most diverse and in demand Corporate Keynote Speakers and Corporate Entertainers.



BUSINESS DEVELOPMENT PROGRAMME



BOOKKEEPING FOR THE SMALL BUSINESS

Duration:	5 evenings
Time:	6.30pm – 9.30pm
Dates:	September 25th; October 2nd, 9th, 16th & 23rd (Tuesdays)
Location:	Seven Oaks Hotel, Athy Road, Carlow
Fee:	€30.00
Trainer:	David Culliton T/A Business Support Services

Course Overview:

The 'Bookkeeping for the Small Business' course is designed for people working in small business or developing their own small business to understand the world of business finance. Bookkeeping is the process of identifying and recording transactions and other financial events effecting an enterprise in a systematic way. Transactions refer to the trading activities or buying and selling that every business needs to record. The course takes learners through the bookkeeping process that owners of businesses have needed to rely on financial records kept by bookkeepers for many years.

Course Objective:

The objective of the 'Bookkeeping for the Small Business' is to provide the learner with an introduction to book-keeping terms and principles and the knowledge and skill to operate a manual bookkeeping system. This will also enable the learner to assist with VAT and PAYE issues for the small business.

Course Content:

- Introduction to Bookkeeping and Bookkeeping Systems
- Terminology
- Books & Ledgers
- Sales & Debtors
- Cash Receipts
- Suppliers
- Purchase Ordering
- Supplier Invoices & Statements
- Supplier Payments
- Stocks & Stock Records
- Bank Accounts
- Payments and Receipts
- Bank Reconciliations
- Profit & Loss Accounts, Balance Sheets
- Fundamentals of the PAYE System
- Registering for PAYE
- PAYE Calculations
- Forms P30, P35, P60, P35 etc
- Universal Social Charge
- Fundamentals of the VAT System
- VAT Calculations
- Forms VAT 3, End of year trading form etc
- Imports/Exports



USING REVENUE ONLINE SERVICES

Duration:	Half day
Time:	9.30am – 1.00pm
Date:	27th September (Thursday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	Free of charge
Trainer:	Talentpool Limited

Course Overview:

This programme is designed to show participants how straightforward and user friendly the Revenue Online service is. Revenue are committed to providing a wide range of online services to business and personal tax payers and this course is designed to ensure that people get the most from the Revenue Online System.

Course Objective:

The objective of this course 'Using Revenue Online Services' is to show participants how to register and make returns to Revenue.

Course Content:

- How to register for ROS
- How to ensure all relevant taxes are monitored
- How to make PAYE Return
- How to make VAT return
- How to do the year end income tax return

*To book a place
or find out more
information:*

SAGE COMPUTERISED ACCOUNTS

Duration:	6 evenings
Time:	6.30pm – 9.30pm
Dates:	October 30th; November 6th, 13th, 20th & 27th; December 4th (Tuesdays)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€75.00
Trainer:	David Culliton T/A Business Support Services

Course Overview:

The 'Sage Computerised Accounts' course is designed to provide individuals involved in SME's with the essential skills in business finance and accountancy in order to utilize effectively the Sage Computerised Accounts System. The Sage Computerised Accounts course will help participants learn how to process the finances of a business using the globally renowned accounting software.

Course Objective:

The objective of the 'Sage Computerised Accounts' course is to help participants to learn how to accurately manage their supplier details, process invoices, sales, produce financial reports and manage the businesses VAT records.

Course Content:

- Terminology
- Books & Ledgers
- Reconciliations
- Introduction to Computerised Accounts
- Purpose of Accounts
- Setting Up Company details
- Setting up Customer & Supplier Accounts
- Setting up Products on Sage
- Changing Nominal Account names
- Opening Trial Balance
- Creating sales invoices
- Processing alternate sales transactions
- Customer statements
- Recording the receipt of customer payments
- Customer Activity
- Purchase Invoices
- Supplier Payments
- Petty Cash transactions
- Bank Payments & Receipts
- Bank Reconciliations
- VAT Returns
- Error corrections
- Sage Reports
- Back ups
- Profit and Loss Accounts
- Balance Sheet & Trial Balance
- Month end and Year end
- Questions & Answers

*To book a place
or find out more
information:*



SOCIAL MEDIA MARKETING ESSENTIALS – FACEBOOK, TWITTER & GRAPHICS

Duration:	1 day
Time:	9.30am – 4.30pm
Date:	10th October (Wednesday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30
Trainer:	ASPIRE Online Services Ltd.

Course Overview:

The purpose of the 'Social Media Marketing Essentials' course is to examine the world of Facebook, Twitter & Graphics. Social media gives every business the chance to make real connections with current and potential customers at a low cost. Whether it's a start-up business, or a growing business that is trying to move from bricks to clicks, these chances can bring challenges, and this course is designed to build companies experience around utilizing Facebook, Twitter and online graphics.

Course Objective:

The objective of this workshop is that participants will learn technical skills and receive support and guidance to achieve specific, measurable Social Media Marketing business goals.

Course Content:

- Design Graphics for Social Media Platforms
- How to create creative branding for a Facebook Business page
- Planning a Facebook Advertising Campaign
- How to use basic and advanced Facebook/Twitter marketing tactics
- Building a community of followers on Twitter
- How to use free image editing tool
- How to use MS Powerpoint for Image Creation

*To book a place
or find out more
information:*



SOCIAL MEDIA MARKETING ESSENTIALS - LINKEDIN, INSTAGRAM & SNAPCHAT

Duration:	1 day
Time:	9.30am – 4.30pm
Date:	October 15th (Monday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	ASPIRE Online Services Ltd.

Course Overview:

The purpose of the 'Social Media Marketing Essentials for LinkedIn, Instagram & Snapchat' is to examine the world of social media opportunities for your business. Social media gives every business the chance to make real connections with current and potential customers at a low cost.

Course Objective:

The objective of this workshop is that participants will learn technical skills and receive support and guidance to achieve specific, measurable Social Media Marketing business goals.

Course Content:

- Optimising your personal and company brand-how to set up your profile correctly
- Review key areas of LinkedIn
- A marketing framework for LinkedIn
- How to generate leads
- Instagram for business
- Taking a photo
- Developing a posting schedule
- How to interact with other Snapchat users
- How to get followers on Snapchat
- How to tell stories on Snapchat that will keep your audience coming back for more
- How to measure your success



To book a place or find out more information:

www.localenterprise.ie/carlow or call 059 9129783



DESIGN THINKING PROGRAMME FOR SME'S

Duration:	1 day
Time:	9.30am – 4.30pm
Date:	October 8th (Monday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	Free of charge
Trainer:	Aoife Harrington Designs

Course Overview:

The 'Design Thinking Programme for SME's' is designed to enable individuals involved in Small to Medium Enterprises to understand and apply the design process in steps. It will allow them to learn the tools to create and refine a vision for their product or service from a technical and non-technical perspective. At the end of the programme participants will understand that clever design thinking and creating a credible brand story inspires the consumer, buyers and retailers, ensuring the same brand message is communicated from original concept to final retail collection.

Course Objective:

The objective of the 'Design Thinking Programme for SME's' is to enable participants to explore their brand, the design thinking and motivation behind it and to learn how to develop a strategic approach to product development, focusing on concept through to completion.

Course Content:

- Brand understanding – How your brand communicates its message
- Storytelling – Creating a successful credible emotive story behind your brand
- Consumer, lifestyle and colour trends – and their relevance to your product range
- Competitor analysis / Opportunities for brand expansion
- Product point of difference – Increasing brand awareness long after the sale
- Meet the buyer /retail – How to maximise sales of your products in store

PRESENTING YOUR BUSINESS TO INVESTORS - THE ELEVATOR PITCH

Duration:	Half day
Time:	9.30am – 1.00pm
Date:	October 9th (Tuesday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	Free of charge
Trainer:	Optimum Limited

Course Overview:

The purpose of the 'Presenting Your Business to Investors - The Elevator Pitch' workshop is to give constructive feedback on presentation style and impact. Each participant will be given the opportunity to prepare and practice their skills on delivering a pitch with intensity.

Course Objective:

The objective of the workshop focuses on providing participants with the skills, tools, techniques and confidence on how to convey a value orientated, compelling and memorable message that encourages the investor to take action. Learn how to develop a well-crafted Pitch and to communicate with clarity, brevity, impact and individuality.

Course Content:

- Professional presentation skills – controlling your nerves, making personal impact and creating rapport
- Presentation styles and how to perfect your own
- How to develop a Personal Brand Statement – punchy and memorable in 150-225 words
- How to create it, rehearse it and tailor it to a specific audience
- Developing the Pitch step by step



DEVELOPING A DIGITAL MARKETING STRATEGY FOR RURAL ENTERPRISES

Supported under the Town & Village Renewal Scheme



Duration:	1 evening
Time:	6.30pm – 9.30pm
Date:	October 17th (Wednesday)
Location:	Mount Wolseley Hotel, Tullow, Co. Carlow
Fee:	Free of charge
Trainer:	Content Plan

Course Overview:

The purpose of the 'Developing a Digital Marketing Strategy for Rural Enterprises Programme' is to help participants design and develop a Digital Marketing Strategy for their enterprise. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Course Objective:

This workshop will provide participants with an overview of what elements make up an effective Digital Marketing Strategy.

Course Content:

- Digital strategy essentials
- What makes a good website and what trends and changes you need to be aware of
- What is SEO? Five SEO tips and tricks for your business
- Google Ads – what they are and how to use them
- Social Ads (focusing on Facebook)
- Email Marketing – tips and tricks for successful email marketing and GDPR compliance
- Social Media and Social Media Tools for your business
- How to measure the impact of your Digital Marketing efforts

To book a place or find out more information:

www.localenterprise.ie/carlow or call 059 9129783

HOW TO WRITE A BUSINESS PLAN

Duration:	1 day
Time:	9.30am – 4.30pm
Date:	October 18th (Thursday)
Location:	Enterprise House, O’ Brien Road, Carlow
Fee:	Free of charge
Trainer:	Chabren Services Limited

Course Overview:

The purpose of the ‘How to Write a Business Plan’ programme is to help participants to develop their business planning skills to ensure they develop a proper supported roadmap for their business. It is widely acknowledged that many people put a lot of time and effort into their business plans. What happens when it’s done? Think of your business plan as a living document and refer to it and review if often. Training will include detailed exercises and examples.

Course Objective:

The objective of the course, ‘How to Write a Business Plan’ is for clients to gain the necessary skills and knowledge to develop and write a professional business plan. Clients will be encouraged to take ownership of the plan from the very start of the process.

Course Content:

- The promoter
- The project
- Markets and marketing strategy
- Finance
- Conclusion
- Utilisation of a template business plan
- Importance of attention to detail and writing correctly



INTRODUCTION TO VAT FOR SME’S

Duration:	Half day
Time:	2.00pm – 5.00pm
Date:	October 25th (Thursday)
Location:	Enterprise House, O’ Brien Road, Carlow
Fee:	€20
Trainer:	Chabren Services Limited

Course Overview:

The purpose of the ‘Introduction to VAT for SME’s’ Programme is designed to provide a detailed introduction to VAT including registration, administration, record keeping, imports & exports and deductions of same.

Course Objective:

The aim of this course ‘Introduction to VAT for SME’s’ is to inform participants about VAT, how to register with Revenue, the administration of VAT, obligations and record keeping of same. Participants will gain knowledge of how to complete VAT returns on Revenue Online, Imports and Exports and VAT deductions.

Course Content:

- Introduction, background and nature of VAT
- Registering with Revenue
- VAT Administration, Obligations and Record Keeping
- Completing VAT Returns on ROS
- Imports and Exports
- Deductions for VAT

*To book a place
or find out more
information:*

MAKING YOUR WEBSITE WORK

Duration:	Half day
Time:	9.30am – 1.00pm
Date:	November 7th (Wednesday)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€20.00
Trainer:	Aspire Online Services Limited

Course Overview:

The aim of 'Making Your Website Work' course is to enable individuals involved in Small to Medium Enterprises to get answers to questions and make it easier for users to engage with their website and get results.

Course Objective:

The objective of the 'Making Your Website Work' course to enable the participants to more effectively market and promote their businesses online through use of Search Engine Optimisation techniques learned, and to extract the most benefit from their web presence.

Course Content:

- What is Search Engine Optimisation?
- Why apply SEO to a website
- Social SEO
- The SEO checklist – how to audit your website
- Understanding your competition
- Keywords research best practice
- Understanding how to attain higher search engine rankings for a business's identified keywords/phrases
- Understanding Google updates
- Building links professionally
- How to Stay Out of Trouble with the Search Engines
- What Google Tools should your business be using to assist with SEO tactics?



FINANCE FOR THE NON-FINANCIAL MANAGER

Duration:	2 days
Time:	9.30am – 4.30pm
Dates:	November 5th & 12th (Mondays)
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30
Trainer:	Midland Business Training

Course Overview:

The 'Finance for The Non-Financial Manager' training will highlight to individuals involved in Small to Medium Enterprises the key financial principles and how to apply them in a real-world context. Over the course of two days, participants will work their way through a series of case studies to test their application of the principles and there will be key discussions on same.

Course Objective:

The objective of the 'Finance for the Non-Financial Manager' training to is assist non-financial managers to contribute effectively to the decision-making process, thereby contributing to the achievement of their organisation's financial objectives.

Course Content:

- The Accounting Process
- Overview of Profit & Loss and Balance Sheet Accounts
- Book keeping for business
- Managing Finance
- Understanding Working Capital
- Budgeting

*To book a place
or find out more
information:*

www.localenterprise.ie/carlow or call 059 9129783



What finance is available from the Local Enterprise Office?



Your Local Enterprise Office provides advice, information and support to you in starting up or growing your business. The Local Enterprise Office is for people interested in starting up a new business or already in business including entrepreneurs, early stage promoters, start-ups and small business looking to expand.

Financial Supports

The Local Enterprise Office provide a range of financial supports designed to assist with the establishment and/or growth of businesses employing up to ten people who manufacture or provide International Services. These financial supports are designed to provide a flexible suite of supports to LEO clients and potential clients. Direct financial assistance, particularly at the start-up phase is very important.

Micro Finance Loans

MFI works with small businesses based in the Republic of Ireland, with fewer than 10 employees and turnover up to €2m, by providing unsecured business loans of €2,000 to €25,000 for commercially viable proposals. Loans can be used to fund start-up costs, working capital, purchase of stock, equipment, machinery, business expansion etc. You can apply for an MFI loan through your Local Enterprise Office and avail of a 1% discount off the standard interest rate (currently 7.8% APR) bringing the rate to 6.8% APR.

Online Trading Vouchers

The Local Enterprise Office can provide grants of up to €2,500 to companies greater than 1 year old who employ less than 10 staff to develop their online trading for their business. A variety of Digital Expenditure is eligible under the scheme and applications are open on an ongoing basis.

Other Grants

For companies considering starting or developing their business on Tullow Street in Carlow Town, the Local Enterprise Office provide Start Up Grants for fit out and development of the business.

Oifig Fiontair Áitiúil **Ceatharlach**

Local Enterprise Office **Carlow**