



CARLOW
COUNTY COUNCIL
COMHAIRLE CHONTAE CHEATHARLOCHA

Oifig Fiontair Áitiúil
Local Enterprise Office



2018

TRAINING & DEVELOPMENT



Oifig Fiontair Áitiúil **Ceatharlach**

Local Enterprise Office **Carlow**



European Union
European Regional
Development Fund



Courses for 2018

All courses held at Enterprise House



Oifig Fiontair Áitiúil
Local Enterprise Office

START YOUR OWN BUSINESS COURSE (3 full days)

February 21st & 28th, March 7th 9.30am - 4.30pm €50 Page 2-3

INTRODUCTION TO VAT FOR SMALL AND MEDIUM ENTERPRISES

6th March 2.00pm - 5.00pm €20 Page 4

TRADING ONLINE VOUCHER SEMINAR

7th March 9.30am - 1.00pm Free Page 5

START YOUR OWN BUSINESS COURSE (Wednesday evenings)

Starting March 21st (for 8 evenings) 6.30pm - 9.30pm €50 Page 2-3

INTRODUCTION TO PRICING AND COSTING FOR SME'S

4th April 9.30am - 4.30pm €30 Page 6

YOUR BUSINESS IDEA - HOW TO MAKE IT A REALITY

6th April 9.30am - 4.30pm €30 Page 7

CRITICAL AND CREATIVE THINKING

3rd May 9.30am - 1.00pm €20 Page 8

BUILDING CUSTOMER SERVICE INTO YOUR BRAND

10th May 10.00am - 4.30pm €30 Page 9

START YOUR OWN BUSINESS COURSE (3 full days)

May 17th, 24th & 31st 9.30am - 4.30pm €50 Page 2-3

RESEARCH AND DEVELOPMENT TAX CREDITS - HOW YOUR BUSINESS CAN UTILISE

5th June 9.30am - 4.30pm €30 Page 10

PREPARE A WINNING TENDER

13th June 9.30am - 4.30pm €30 Page 11

NEGOTIATION FOR WIN WIN

20th June 9.30am - 4.30pm €30 Page 12

START YOUR OWN BUSINESS COURSE (Tuesday evenings)

Starting September 25th (for 10 evenings) 6.30pm - 9.30pm €50 Page 2-3

START YOUR OWN BUSINESS COURSE (3 full days)

October 17th, 24th & 31st 9.30am - 4.30pm €50 Page 2-3

START YOUR OWN BUSINESS COURSE (3 full days)

November 22nd & 29th, December 6th 9.30am - 4.30pm €50 Page 2-3

Welcome

The Local Enterprise Office is conscious of the need to enhance the employment creation potential, survival capacity and general up-skilling of all businesses 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.

All courses are highly subsidized 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 9129783** 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 confidential, one to one advice on the large variety of supports available from the State.

We look forward to supporting your business development
to the next level in 2018 and beyond.

Kieran Comerford

Head of Enterprise, Carlow County Council

BOOKINGS:

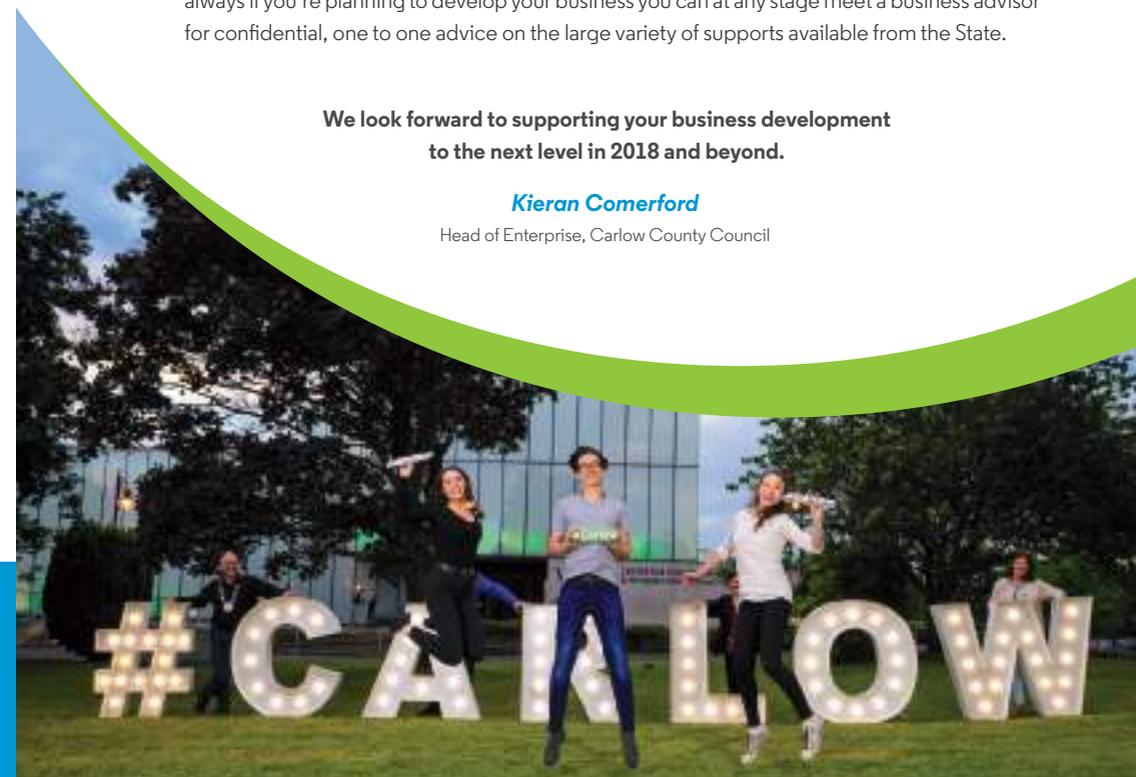
Online: www.localenterprise.ie/carlow

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	3 days (1 day per week)
Option 1	February 21st & 28th; March 7th, 2018 (Wednesdays)
Option 2	May 17th, 24th & 31st, 2018 (Thursdays)
Option 3	October 17th, 24th & 31st, 2018 (Wednesdays)
Option 4	November 22nd & 29th; December 6th, 2018 (Thursdays)
Time	9.30am – 4.30pm
Location	Enterprise House, O'Brien Road, Carlow
Fee	€50.00

Duration:	8 or 10 evenings (1 evening per week)
Option 1	March 21st & 28th; April 11th, 18th & 25th; May 2nd, 9th & 16th, 2018 (Wednesdays) Note: no class on the 4th April 2018.
Option 2	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



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
- A Business Advisory Service, which provides one to one support to assist you in the development of your business idea
- 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:**



INTRODUCTION TO VAT FOR SMALL AND MEDIUM ENTERPRISES

Date(s):	6th March 2018 (Tuesday)
Time:	2.00pm – 5.00pm
Duration:	Half Day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€20.00
Trainer	Chabren Services Limited

Course Overview:

The Introduction to VAT for Small and Medium Enterprises seminar aims to help participants understand their VAT obligations regarding record keeping and book-keeping.

Course Objective:

On completion participants can expect to have a good knowledge of how VAT works.

Course Content:

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



TRADING ONLINE VOUCHER SEMINAR

Date(s):	7th March 2018 (Wednesday)
Time:	9.30am – 1.00pm
Duration:	Half Day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	Free of Charge
Trainer:	Aspire Online Services Limited

Course Overview:

The Trading Online Voucher Scheme offers small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or 50% of eligible expenditure. The aim of the Trading Online Voucher Seminar is to enable individuals involved in Small to Medium Enterprises to develop or enhance their ability to trade online. Those wishing to avail of a voucher, must attend an obligatory Trading Online Voucher seminar.

Course Objective:

On completion of this course participants will be fully informed of the purpose of the Trading Online Voucher scheme, meeting the eligibility criteria and how best to use and get value from the application of the voucher.

Course Content:

- Overview of Trading Online Voucher Scheme purpose
- How to specify your project for the development team
- Eligibility Criteria – What the vouchers can be used for and by whom
- Application timelines
- Drawdown timeline and process

To book a place or find out more information:

INTRODUCTION TO PRICING AND COSTING FOR SME

Date(s):	4th April 2018 (Wednesday)
Time:	9.30am – 4.30pm
Duration:	1 day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	T. F. O' Donoghue & Co.

Course Overview:

The Introduction to Pricing and Costing for Small to Medium Enterprises aims to introduce participants to the basic principles of costing/pricing and the techniques used in analysing and controlling costs, together with setting the right price for your products/services.

Course Objective:

The objective of the Introduction to Pricing and Costing for SME's is to enable participants to evaluate their pricing strategy and establish a plan for pricing and costing with confidence.

Course Content:

- Fixed costs
- Direct or variable costs
- Cost plus pricing
- Full absorption pricing
- Marginal cost pricing
- Contract pricing
- Cost/benefit analysis and breakeven analysis
- How sensitive is the market to price – demand price elasticity
- Market share v profit
- Producing the product at lowest cost consistent with quality



YOUR BUSINESS IDEA - HOW TO MAKE IT A REALITY

Date(s):	6th April 2018 (Friday)
Time:	9.30am – 4.30pm
Duration:	1 day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	Talent Pool Limited

Course Overview:

Ideas without action eventually become 'ideals', however using the creative process to turn ideas into action leads to the generation of new and original concepts.

Course Objective:

The course objective is to explain some of the key innovation and creative thinking tools; show how they work and how to use them in a business context.

Course Content:

- Become familiar with how to assess and generate business ideas
- Have a greater understanding of when an idea means business
- Understand what makes a winning business idea
- Look at sources of new business ideas
- Know how to assess the viability of your own business idea
- Have the knowledge of the importance of a feasibility study and understand how to create one

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



CRITICAL AND CREATIVE THINKING

Date(s):	3rd May 2018 (Thursday)
Time:	9.30am – 1.00pm
Duration:	Half day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€20.00
Trainer:	Optimum Limited

Course Overview:

The aim of this course is to provide each participant with a thorough understanding of the principles and practices of both Critical and Creative Thinking.

Course Objective:

The objective of Critical and Creative Thinking is that participants will understand the importance of finding and identifying the problem at hand, while getting to the core root of a problem. They will recognise the benefits of active listening and effective questioning and increase their overall area of influence. Each participant be able to lead both themselves and their team to real and sustainable action while removing any possible barriers and obstacles along the way.

Course Content:

- Problem Finding – identifying where there is opportunity for positive change within your business
- Fact Finding – ensuring all elements of the opportunity are considered
- Problem Definition – defining precisely where the opportunity or challenge lies and what it looks like
- Idea Generation – engaging in creative thinking to ensure all options are considered
- Selection – how to critically select the best option considering all elements of the opportunity / challenge
- Planning – how to make this work within your business
- Sell Idea – who and how to influence to ensure the plans can be implemented
- Action – defined steps to make it happen



Key Factors to grow your business.



BUILDING CUSTOMER SERVICE INTO YOUR BRAND

Date(s)	10th May 2018 (Thursday)
Time	10.00am – 4.30pm
Duration	1 day
Location	Enterprise House, O'Brien Road, Carlow
Fee	€30.00
Trainer	Preferred Marketing & PR Limited

Course Overview:

The aim of the Building Customer Service into Your Brand training is to equip those involved in Small to Medium Enterprises with the necessary skills and approaches needed to develop and embed customer service into a brand and how best to engage those who deliver it. It will endeavour to show how this is vital to business success to enhance the image/reputation, strengthen relationships with customers, and promote a unique brand personality.

Course Objective:

The objective of the Building Customer Service into Your Brand is that participants will know how to create and develop a culture where exceptional customer service is built into your brand. It will give participants an understanding of customer perceptions and customer loyalty – how to develop and maintain it. Participants will understand how to build a customer service strategy that is intrinsically linked to the brand and communicated through the whole organisation. Participants will understand how to engage and motivate people to achieve and maintain excellent customer service standards that reflect the organisation and brand and how to monitor progress and review.

Course Content:

- Customer perceptions
- Developing a vision for the organisation
- Customer loyalty
- Customer service strategy

To book a place or find out more information:

RESEARCH AND DEVELOPMENT TAX CREDITS - HOW YOUR BUSINESS CAN UTILISE

Date(s):	5th June 2018 (Tuesday)
Time:	9.30am - 4.30pm
Duration:	1 day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	Talent Pool

Course Overview:

This programme will provide participants with the practical knowledge and understanding of the R&D Tax Credit which is open to all companies in Ireland that are undertaking qualifying research and development activities in Ireland or within the European Economic Area.

Course Objective:

The objective of this course is to inform participants about the eligibility criteria for Research and Development Tax Credits and how to claim them.

Course Content:

- What are qualifying R&D Activities?
- How to carry out research and development activities that meet certain conditions
- Systematic, investigative or experimental activities
- Scientific or technological advancement
- The resolution of scientific or technological uncertainty
- How to claim the R&D Tax Credit / Claiming items which are not time bound
- Using Revenue Online Service to claim credit, times and requirements



PREPARE A WINNING TENDER

Date(s):	13th June 2018 (Wednesday)
Time:	9.30am - 4.30pm
Duration:	1 day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	Red PR

Course Overview:

The Prepare a Winning Tender course will focus on the tendering process, how it works, the stages, the importance of understanding the marking criteria and sending a well presented quality application to tender.

Course Objective:

The objective of the Prepare a Winning Tender course is to stop the age-old issues of applying without reading, inadequate preparation, lack of content customisation and poor presentation in general. It is to show how yes content can be prepared in advance for tendering documents but that all pre-prepared copy needs to be edited and customised to ensure it is appropriate for the application and the task for which one is tendering.

Course Content:

This is a full day workshop which will focus the mind of participants on quality rather than quantity of tenders applied for. Participants will be shown how to write effective and quality tenders in a time efficient manner which will help their business win that contract.

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

NEGOTIATION FOR WIN WIN

Date(s):	20th June 2018 (Wednesday)
Time:	9.30am – 4.30pm
Duration:	1 day
Location:	Enterprise House, O'Brien Road, Carlow
Fee:	€30.00
Trainer:	Optimum Ltd

Course Overview:

This course assists individuals involved in Small to Medium Enterprises to develop a plan for effective negotiation incorporating numerous tools.

Course Objective:

Participants will learn how to develop a plan for a negotiation to enable them to evaluate the opposition incorporating the importance of the effective use of language. It will also focus on understanding how to take advantage of timing in negotiations and realise the right questions to ask in progressing a negotiation.

Course Content:

- Conducting the negotiation - a structured negotiation approach
- Identifying common types of negotiating opponents
- Understanding how to appeal to opponents' selves and emotions
- How to build goodwill with an opponent and developing consensus
- Securing power gain in a negotiation



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.

The first step in any grant application is a confidential one to one meeting with our Business Advisor. To arrange please email: enterprise@carlowcoco.ie or call **059 9129783**

Closing Date for Grants:

Wednesday, 4th April - 5pm | Wednesday, 6th June - 5pm |
Wednesday 5th September - 5pm | Wednesday 7th November - 5pm

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.





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...Financial Supports from the Local Enterprise Office



Tullow Street Start Up Grant

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. The first step in the Tullow Street Start Up Grant is a confidential one to one meeting with our Business Advisor. To arrange email: enterprise@carlowcoco.ie or call **059 9129783**

Streetscape Paint Scheme Grants

The Local Enterprise Office provide Streetscape Paint Scheme Grants to eligible companies for painting of shop fronts and premises. Initial applications are open until 14th February 2018 with ongoing applications being accepted subject to funding. Grant Aid Rate 50% of eligible expenditure up to a limit of €750 whichever is the lesser.

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WISE EYES
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059 9180093

