

Appendix B - Course Specification

LEO Kildare Training January 2023 - December 2023

Tender for delivery of training, workshops & business clinics for 2023-2023 [with an option to extend by 12 months to December 2024]

The following is an overview list of proposed Marketing courses to be hosted over the period. For full details on the course brief and objectives, please refer to detailed breakdown in this document before applying for any LOT. Training providers may tender for multiple Lots. Please note LEO Kildare will book venues, arrange times, and book programme advertising slots as required. The Tenderer is responsible for providing participant notes, content for all advertisements and taking queries on training programmes.

Please note that the target audience for all programmes are owner/managers or employees of businesses employing 10 or less, start-up businesses or those thinking of starting a business.

The listing below is an indication of programmes under consideration, and which will be scheduled subject to demand.

The workshops/programmes will be held at various locations and venues across County Kildare.

Approximate durations are included for each programme however this is indicative only and the Tenderer is responsible for suggestions on duration.

Lot 1	Digital Transformation for Competitiveness
Lot 2	Boost your digital skills with new e-learning
Lot 3	Sales & Marketing

LOT 1	DIGITAL TRANSFORMATION FOR COMPETITIVENESS	Duration
DT001	Smartphone Video & Photography Description: To include planning your video content, basic camera skills, editing your video content, uploading online, and usage as promotional tool online.	2 x full days In person
DT002	How to build a website with Word Press Description: How to get started with a basic brochure website. To include website plan, design, and navigation. Participants should have the knowledge to host, publish and manage their own WordPress website.	2 x Full Days In person
DT003	Current & Emerging Online Tools (e.g., Canva, Shopify ESTY ,CRM) open call for 4 of most appropriate Description: This workshop will pinpoint the best channels and online tools to use for your business based on your target audience and competition	4 x ½ day sessions Online

LOT 2	BOOST YOUR DIGITAL SKILLS WITH NEW E-LEARNING	Duration
DSM001	Develop a Digital Marketing Strategy Description: To include website, email, and social media marketing and how you can use to increase sales.	2 x ½ day sessions In person or Online
DSM002	Facebook Advertising Beginners Description: To include advertising on Facebook, promoted posts, paid for custom apps to engage with specific audience, Facebook promotions, grow followership techniques, Facebook commerce.	1-day sessions In person
DSM003	Facebook Advertising Advanced Description: To include advertising on Facebook, promoted posts, paid for custom apps to engage with specific audience, Facebook promotions, grow followership techniques, Facebook commerce.	1 x ½ day sessions Online
DSM004	Marketing on Instagram Beginners Description: Top tips of how to maximize business using the Instagram platform including how to build an audience.	1-day sessions In person
DSM005	Marketing on Instagram Advanced Description: Top tips of how to maximize business using the Instagram platform including how to engage new customers, build brand loyalty, use and understand advanced analytics, shoppable posts etc.	1 x ½ day sessions Online
DSM006	LinkedIn for Business Beginners Description: To inform participants exactly what LinkedIn is, the business benefits, how it can add value to their business as part of their digital marketing plan and how to create a meaningful network.	1-day sessions In person
DSM007	LinkedIn for Business Advanced Description: To inform participants exactly what LinkedIn is, the business benefits and how it can add value to their business. Enhance LinkedIn activity into a lead generation tool, optimise profile and raise reputation among peers and customers.	1 x ½ day sessions Online
DSM008	Create Your Own Podcast Content Description: Learn how to start a podcast with this step-by-step podcasting workshop. This workshop will teach how to record, edit, and upload, along with all the tools needed to start.	2 full day sessions In person
DSM009	Setting up of an online shop Description: To include trading online, merchant services & e-commerce.	1 x Full Day in person

DSM010	Improve Search Engine Optimisation Description: Understand and implement all aspects of getting the clients website found with a basic SEO strategy.	1 x ½ Days online followed by one-on-one mentoring
DSM011	Improve Search Engine Optimisation Advanced Description: Understand and implement all aspects of getting the clients website found. A detailed understanding of advanced SEO techniques, site structure, analytics, etc to maximise organic search.	1 x ½ Days group Online followed by one-on-one mentoring
DSM012	Use CRM to better Sales & Marketing Description: Learn how to use a Customer Relationship Management (CRM) system to manage relationships and interactions with customers and potential customers.	2 x1/2 day
DSM013	Make your Business Finances Digital Description: Learn how to use digital financial tools for the benefit of your business to include financial planning and process optimization.	2 x ½ day
DSM014	Instagram for business beginners' Description: To inform participants exactly what Instagram is, its basic functions and how it can add value to their business.	1-day session In person
DSM015	Instagram for business for more advanced users Description: To inform participants of the advanced functionality of Instagram and how it can add value to their business	1 x ½ day sessions Online
DSM016	The power of Tik Tok for your business Description: To inform participants exactly what TikTok is, its uniqueness and how to engage audiences on this platform for businesses.	1-day session In person

LOT 3	SALES & MARKETING	Duration
MARK001	<p>Marketing your product or service</p> <p>Description: To provide participants with a practical understanding of how to combine digital and traditional media tools and to provide an insight into building an effective PR campaign within a tight budget.</p>	1 X Full Day In person
MARK002	<p>Branding for Success</p> <p>Description: Build a brand that stands out from the crowd.</p>	1 X Half Day Online
MARK003	<p>Producing excellent Product Photography</p> <p>Description: To provide a step-by-step guide to product photography with essential tips which will be relevant to all businesses</p>	1 full day in person
MARK004	<p>Presenting & Pitching to win</p> <p>Description: To provide practical techniques and skills to build confidence for making presentations and pitching.</p>	1 X Full day in person