



Oifig Fiontair Áitiúil
Local Enterprise Office

Autumn **2014**

Business Training Courses



Oifig Fiontair Áitiúil Cill Dara

Local Enterprise Office Kildare

Supporting small
businesses in County Kildare



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Courses for **START – UP BUSINESSES**

START YOUR OWN BUSINESS COURSE

This course will cover all aspects of starting a business including business planning, legal issues, market research, sales & financial management. It is suitable for anybody considering the idea of starting a business.

Course duration: 10 evenings (Mondays and Thursdays)
Dates: 22nd, 25th, 29th September, 2nd, 6th, 9th, 13th, 16th, 20th & 23rd October 2014
Time: 7:00pm to 9:30pm.
Venue: Westgrove Hotel, Clane
Cost: €80

Or

Course duration: 4 full days (Saturdays)
Dates: 27th September, 4th, 11th & 18th October 2014
Time: 10:00am to 5:00pm
Venue: Osprey Hotel Conference Centre, Naas
Cost: €80 (light lunch provided)

BUSINESS SKILLS FOR WOMEN

Have you a definite business idea and are you seriously considering self-employment as a career option? Perhaps you have recently set-up a business but are lacking in confidence or knowledge around some aspects of day to day operations. This programme will ease the way towards running an organised, sustainable & profitable business into the future. It will cover all aspects of setting up and running a small business. Content includes business skills, personal development and marketing training. One hour of 1:1 mentoring with the tutor available.

Course duration: 6 mornings
Dates: Monday 29th September, 6th, 13th, 20th October, 3rd & 10th November 2014
Time: 9:30a.m. to 1:00p.m.
Venue: Keadeen Hotel, Newbridge
Cost: €80

HOW TO WRITE A BUSINESS PLAN

To access any kind of funding for a new business you will require a fully documented business plan. This short programme will include tips on preparing a business plan and will enable participants to;

- Write a business profile
- Carry out a SWOT analysis
- Prepare a funding proposal

Suitable for small business owners seeking finance or those starting a business. One hour one to one mentoring session with trainer included in price. (Date TBC)

Course duration: 1 full day
Date: Thursday 25th September 2014
Time: 9:30am to 4:30pm
Venue: Osprey Hotel Conference Centre, Naas
Cost: €40 (light lunch provided)

INTRODUCTION TO VAT

A quick guide to VAT for small business owners. Topics include VAT registration, revenue returns and how to use ROS.

Course Duration: 1 afternoon
Date: Wednesday 12th November 2014
Time: 2:00pm to 5:00pm
Venue: Keadeen Hotel, Newbridge
Cost: €20

HOW TO INVESTIGATE YOUR BUSINESS IDEA

This short programme will provide participants with the tools required to take a business idea through various research stages to commercialization. It covers feasibility study, consumer & market research, branding, IP & Domain name protection & financial projections.

Suitable for those with a business idea who want advice on taking the next step.

Course Duration: 1 full day
Date: Thursday 2nd October 2014
Time: 9:30am to 4:30pm
Venue: Westgrove Hotel, Clane
Cost: €40 (light lunch provided)

Courses for **HEALTH & SAFETY**

OCCUPATIONAL FIRST AID

The Safety Welfare at Work Act 2005 requires that all employers must have a specified minimum of Occupational First Aiders trained and deployed in the workplace. This programme provides that training and is certified by FETAC (Level 5).

Course duration:	3 full days
Dates:	Wednesday 1st, 8th & 15th October 2014
Time:	9.30am to 4.30pm
Venue:	Clanard Court Hotel, Athy
Cost:	€100 (light lunch provided)

Please Note: Due To High Level Of Interest In The Occupational First Aid Course, A Maximum Of Two Employees Only Per Company Will Be Accepted.

OCCUPATIONAL FIRST AID – REFRESHER

Suitable for people who need to renew their FETAC Level 5 Occupational First Aid Certificates. In order to qualify for the refresher course, current certificates must not be expired anymore than 90 days (Valid certificate must be submitted with booking)

Course Duration:	1 full day
Date:	Wednesday 22nd October 2014
Time:	9:00am to 4:30pm
Venue:	Osprey Hotel Conference Centre, Naas
Cost:	€40 (light lunch provided)

MANUAL HANDLING

All employers have a duty to train their employees in safe manual handling techniques. This course explains the legal regulations and the principles of safe manual handling and lifting.

Course Duration	1 morning
Date:	Wednesday 29th October 2014
Time:	10:00am to 1:00pm
Venue:	Killashee Hotel, Naas
Cost:	€20

PRIMARY FOOD HANDLERS CERTIFICATE

The aim of this course is to enable participants complete the Environmental Health Officers Association Primary Food Handlers Certificate. On completion, participants will understand the basic principles of good food hygiene and be familiar with their duties in relation to food safety. Certified by Environmental Health Officers Association

Course duration:	3 evenings
Dates:	Tuesday 7th, 14th & 21st October 2014
Time:	6:30pm to 9:30p.m.
Venue:	Keadeen Hotel, Newbridge
Cost:	€60

HACCP

This programme provides participants with an understanding of the principles of food safety management and the safety systems required to develop and implement a HACCP system. Level 1 Foundation Certificate from the Royal Society for Health in the UK for successful delegates. Participants must have completed the Primary Food Handlers Certificate to be eligible.

Course duration:	3 full days
Dates:	Friday 7th, 14th & 21st November 2014
Time:	9:30a.m. to 4:30p.m.
Venue:	Killashee Hotel, Naas
Cost:	€90 (light lunch provided)

BASIC HEALTH AND SAFETY FOR THE OFFICE

This course will provide participants with an overview of Health and Safety legislation with particular emphasis on health and safety issues in the office and the employers obligations. On completion, participants will be able to identify hazards and conduct risk assessments in an office environment.

Course Duration:	1 full day
Date:	Friday 24th October 2014
Time:	9:30am to 4:30pm
Venue:	Osprey Hotel Conference Centre, Naas
Cost:	€40 (light lunch provided)

Courses for **FINANCE**

SELF ASSESSMENT TAX SYSTEM

An introduction to the self-assessment tax system for sole traders, dates to remember and how to calculate your tax. Suitable for all sole traders and those considering starting a business.

Course duration:	2 mornings
Dates:	Thursday 23rd & 30th October 2014
Time:	9:30a.m. to 1:30p.m.
Venue:	Celbridge Manor, Celbridge
Cost:	€25

MANAGING YOUR FINANCES

This course will familiarise participants with better financial reporting systems, cost monitoring and control, forecasting and budgeting. It will also highlight how integrated financial management and costs integrate with other aspects of the business including facilitate better administration and stronger relationship with the bank / credit union.

Course duration:	2 full days
Dates:	Wednesday 19th & 26th November 2014
Time:	9:30a.m. to 4:30p.m.
Venue:	Killashee Hotel, Naas
Cost:	€60

Courses for **SOCIAL MEDIA**

FACEBOOK FOR BUSINESS – BEGINNERS

An overview of Facebook, Facebook etiquette, how to set up a Facebook business page and target new customers. Suitable for those with limited experience of using Facebook. Participants should have a Facebook account prior to attending this course. This will be an interactive class. PLEASE BRING A LAPTOP WITH YOU.

Course Duration:	1 full day
Date:	Tuesday 30th September 2014
Time:	9:30am to 4:30pm
Venue:	Celbridge Manor, Celbridge
Cost:	€40 (light lunch provided)

FACEBOOK FOR BUSINESS – ADVANCED

The aim of this programme is to provide those with a working knowledge of Facebook for business, with the skills to explore the relevance and potential of Facebook for their particular business and take their Facebook to the next level of usage. Participants must have a "business page" on Facebook and be familiar with using it. PLEASE BRING A LAPTOP WITH YOU.

Course Duration:	1 full day
Date:	Tuesday 7th October 2014
Time:	9:30am to 4:30pm
Venue:	Celbridge Manor Celbridge
Cost:	€40 (light lunch provided)

SOCIAL MEDIA MARKETING

This course aims to provide business owners with some useful social media tips that will enable them to engage more productively and creatively with social media. It is suitable for those who are currently using social media for their business to some degree, but would like some new ideas that would help them to engage more effectively, provide more creative content, broaden their online audience and gain a competitive advantage. PLEASE BRING A LAPTOP WITH YOU.

Course Duration:	4 mornings
Dates:	Thursday 6th, 13th, 20th & 27th November 2014
Time:	9:30am to 1:00pm
Venue:	Westgrove Hotel, Clane
Cost:	€60

Courses for **MARKETING**

MARKETING ON THE INTERNET

An overview of SEO, Google Adwords, e-mail marketing and social media marketing. PARTICIPANTS SHOULD BRING THEIR LAPTOPS to benefit from this very practical programme.

Course duration:	4 afternoons
Dates:	Monday 3rd, 10th, 17th & 24th November 2014
Time:	2:00pm to 5:00pm
Venue:	Clanard Court Hotel, Athy
Cost:	€60

GOOGLE ADWORDS

It's not always possible to get that coveted number one position on Google, so often Google Adwords can be a good alternative. This course will help participants set-up a dynamic, results driven Google Adwords campaign. Suitable for business owners who have a website but find it is not generating any sales. A working knowledge of Google and Internet Explorer is required. PLEASE BRING A LAPTOP WITH YOU.

Course Duration:	1 morning
Date:	Tuesday 14th October 2014
Time:	9:00am to 1:00pm
Venue:	Celbridge Manor, Celbridge
Cost:	€25

MAKING YOUR WEBSITE WORK (SEO)

Search Engine Optimisation (SEO) is a technique which helps search engines find and rank your site higher than your competitors thus enabling you generate additional sales revenue. Find out how it works and what are the differences in ranking criteria of major search engines. A working knowledge of Google and Internet Explorer is required. PLEASE BRING A LAPTOP WITH YOU.

Course Duration:	1 morning
Date:	Tuesday 21st October 2014
Time:	9:00am to 1:00pm
Venue:	Killashee Hotel, Naas
Cost:	€25

SALES AND MARKETING WORKSHOP

This programme will enable participants to conduct professional, face to face, sales calls following a structured needs-based selling approach. The programme focuses on the skills and knowledge required to correctly interpret common types of customer behavior and act appropriately. Identify the personal and business needs that motivate individual buyers, sell the benefits of a solution in the context of the needs identified, manage objections and gain commitment.

Course Duration:	2 full days
Dates:	Wednesday 15th & Thursday 16th October 2014
Time:	9:30am to 4:30pm
Venue:	Keadeen Hotel, Newbridge
Cost:	€60 (light lunch provided)



GENERAL COURSES

USING REVENUE ONLINE SERVICES (ROS)

At the end of this course participants will be able to manage the submission of their returns, submit their tax returns online and ensure tax payments are up to date.

Course Duration: 1 morning
Date: Tuesday 4th November 2014
Time: 9:30am to 1:00pm
Venue: Osprey Hotel Conference Centre, Naas
Cost: €25

ESSENTIAL EMPLOYMENT LAW

This one day course will give participants a full understanding of the main aspects of employment law that are likely to impact business owners and their employees. It will cover employment issues; contracts; policies; termination and employers obligations.

Course Duration: 1 full day
Date: Tuesday 23rd September 2014
Time: 9:30am to 4:30pm
Venue: Celbridge Manor, Celbridge
Cost: €30 (light lunch provided)

MANAGING PEOPLE

Managing your people effectively is of huge importance to SME owners and managers in ensuring their organisations remain sustainable and profitable. There is a huge body of research to indicate that when people are managed properly they are more motivated and content in their roles. This programme looks at how to manage people in a practical way through clarifying roles, setting individual goals aligned to the organizations goals and measuring performance against these goals through effective Performance Management Practices of which the Performance Appraisal is an essential part.

Course Duration: 3 full days
Dates: Friday 3rd, 10th & 17th October 2014
Time: 9:30am to 4:30pm
Venue: Keadeen Hotel, Newbridge
Cost: €60 (light lunch provided)

Course Registration Form

Register for	Price
<input type="checkbox"/> Start Your Own Business Course - Evenings	€80
<input type="checkbox"/> Start Your Own Business Course - Saturdays	€80
<input type="checkbox"/> Business Skills for Women	€80
<input type="checkbox"/> How to Write a Business Plan	€40
<input type="checkbox"/> Introduction to VAT	€20
<input type="checkbox"/> How to Investigate Your Business Idea	€40
<input type="checkbox"/> Occupational First Aid	€100
<input type="checkbox"/> Occupational First Aid Refresher	€40
<input type="checkbox"/> Manual Handling	€20
<input type="checkbox"/> Primary Food Handlers Certificate	€60
<input type="checkbox"/> HACCP	€90
<input type="checkbox"/> Basic Health & Safety (For the Office)	€40
<input type="checkbox"/> Self Assessment Tax System	€25
<input type="checkbox"/> Managing Your Finances	€60
<input type="checkbox"/> Facebook for Business – Beginners	€40
<input type="checkbox"/> Facebook for Business – Advanced	€40
<input type="checkbox"/> Social Media Marketing	€60
<input type="checkbox"/> Marketing on the Internet	€60
<input type="checkbox"/> Google Adwords	€25
<input type="checkbox"/> Making Your Website Work (SEO)	€25
<input type="checkbox"/> Sales & Marketing Workshop	€60
<input type="checkbox"/> Using Revenue Online Services	€25
<input type="checkbox"/> Essential Employment Law	€30
<input type="checkbox"/> Managing People	€60

Course Registration Form

N.B. Courses open to all small businesses in County Kildare

Business Name: _____

Business Description: _____

Business Status:

Limited Company ☐

Partnership ☐

Sole Trader ☐

Address: _____

Participant Name(s): _____

Phone: _____ Fax: _____

Mobile: _____

E-Mail: _____

For further information on the courses, please call (045) 980838 or visit www.localenterprise.ie/kildare

- Priority will be given to owners / managers or employees of micro-enterprises in County Kildare.
- Places are limited on all workshops / courses.
- Early booking is advisable as places are allocated on a first come first served basis.
- Places can be booked online at www.localenterprise.ie/kildare
- Fees are **NON-REFUNDABLE** except where a course is cancelled by Local Enterprise Office Kildare due to insufficient bookings.
- All courses are heavily subsidised by Local Enterprise Office Kildare so no concessions can be made.





Oifig Fiontair Áitiúil Local Enterprise Office

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Local Enterprise Office Kildare

Local Enterprise Office Kildare

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