



Oifig Fiontair Áitiúil
Local Enterprise Office

Business Training Courses

Autumn 2015



Oifig Fiontair Áitiúil Cill Dara

Local Enterprise Office Kildare

Supporting small businesses
in County Kildare



Welcome to the Local Enterprise Office Kildare's Autumn 2015 Training Schedule. We hope that the range of courses on offer will enable you to further enhance your business and at the same time give you the opportunity to network with other small businesses in County Kildare. All courses are delivered by professional trainers to a very high standard and are heavily subsidised by the Local Enterprise Office 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 must be booked in advance of the course.**
- **Fees are NON REFUNDABLE except where a course is cancelled by Local Enterprise Office Kildare due to insufficient bookings.**

HOW TO BOOK A COURSE PLACE

Places must be booked online at www.localenterprise.ie/kildare using Credit or Laser Card.

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START-UP COURSES

Start Your Own Business

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.

Duration: 4 full days

OR

Duration: 10 evenings over 5 weeks

Dates: Saturday 19th,
26th September,
3rd & 10th October 2015

(Mondays & Thursdays each week)
Dates: Mondays 14th, 21st, 28th September,
5th & 12th October 2015

Time: 10:00am to 5:00pm

Thursdays 17th, 24th September,
1st, 8th & 15th October 2015

Venue: Osprey Conference Centre,
Naas

Time: 7:00pm to 9:30pm

Cost: €80

Venue: Westgrove Hotel, Clane

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. The mentoring will be held on 14th October 2015.

Duration: 1 full day

Date: Friday 18th September 2015

Time: 9:30am to 4:30pm

Venue: Osprey Conference Centre, Naas

Cost: €40

Introduction to VAT

This practical course will facilitate participants to register for VAT, apply correct VAT rates, prepare VAT invoices, explain how VAT returns are completed.

Duration: 1 half day

Date: Wednesday 30th September 2015

Time: 9:30am to 1:00pm

Venue: Celbridge Manor Hotel, Celbridge

Cost: €25

FINANCE COURSES

Self Assessment Tax

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

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|------------------|--------------------------------------|
| Duration: | 2 half days |
| Dates: | Wednesday 16th & 23rd September 2015 |
| Time: | 9:30am to 1:00pm |
| Venue: | Celbridge Manor Hotel, Celbridge |
| Cost: | €40 |



Introduction to Pricing & Costing

This one day course will familiarise participants on how to design a user friendly, easily understood way of costing products / services as part of their pricing strategy.

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|------------------|----------------------------|
| Duration: | 1 full day |
| Date: | Thursday 22nd October 2015 |
| Time: | 9:30am to 4:00pm |
| Venue: | Keadeen Hotel, Newbridge |
| Cost: | €40 |

Managing Your Finances

This course will cover financial management and control that will include cash flow management, cost control, analysis and tax management. It will also cover how to cost a job and administering the payment of tax.

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|------------------|---|
| Duration: | 4 evenings |
| Dates: | Tuesday 10th, 17th, 24th November & 1st December 2015 |
| Time: | 6:30pm to 9:30pm |
| Venue: | Kilashee House Hotel, Naas |
| Cost: | €80 |

SOCIAL MEDIA COURSES

LinkedIn for Business – Beginners / Intermediate

This course is designed for businesses who are interested in creating a strong presence on LinkedIn and getting more business through this professional network. This full day training will cover the main features of LinkedIn; how to setup your profile correctly and how to optimise it fully and efficiently, so it is found in search results on LinkedIn; how to “spy” on your competition without being noticed; how to make visitors click on your website; how to build your authority in the field; how to get endorsements and recommendations. Learn a few effective strategies for growing your network and generating more leads for your business.

Participants should have a LinkedIn profile set up prior to attending this course.
PLEASE BRING A LAPTOP WITH YOU TO THIS COURSE.

Duration: 1 full day
Date: Thursday 17th September 2015
Time: 9:30am to 4:00pm
Venue: Osprey Conference Centre, Naas
Cost: €20



LinkedIn for Business – Advanced

This course is designed for businesses that have a working knowledge of LinkedIn and would like to learn a few efficient strategies and practices for building network and connecting with ideal target audience. The following topics will be covered:

- How to optimise your profile
- How to setup and use your company page on LinkedIn
- How to choose and use LinkedIn groups to expand your network
- How to do efficient and effective email marketing through LinkedIn
- How to become an authority figure through LinkedIn
- How to stay “top of mind” with your ideal audience
- How to manage your time on LinkedIn efficiently – prepare a LinkedIn Marketing Plan that WORKS. PLEASE BRING A LAPTOP WITH YOU TO THIS COURSE.

Duration: 1 full day
Date: Thursday 24th September 2015
Time: 9:30am to 4:00pm
Venue: Osprey Conference Centre, Naas
Cost: €40



Twitter for Business

An overview of Twitter for businesses that would like to explore the opportunities Twitter has to offer and learn about links and hashtags. Learn Twitter basics, language and etiquette as well as a few tips and tricks on driving traffic and sales and increasing brand awareness. Suitable for those with limited experience of using Twitter. Participants should have a Twitter account set up prior to attending this course.

PLEASE BRING A LAPTOP WITH YOU TO THIS COURSE.

| | |
|------------------|----------------------------|
| Duration: | 1 full day |
| Date: | Thursday 1st October 2015 |
| Time: | 9:30am to 4:00pm |
| Venue: | Kilashee House Hotel, Naas |
| Cost: | €40 |

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 no, or limited experience of using Facebook. Participants should have a personal Facebook account prior to attending this course.

Topics include;

- Facebook Lingo
- Setting up a business pages
- Editing the Settings on your Page
- Setting up Admins
- Competitions
- Optional Topics (Participants can choose): Advertising, Apps, Personal Profile Privacy Settings

Topics may vary on the day, depending on participant feedback and the latest developments.

| | |
|------------------|-----------------------------------|
| Duration: | 1 full day |
| Date: | Monday 21st September 2015 |
| Time: | 9:30am to 4:30pm |
| Venue: | Cenit College, Monread Road, Naas |
| Cost: | €40 |



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. This course will be tailored for participants based on a short survey prior to the course.

Topics include;

- Idea Generation
- Analytics: How to Read an Insight Report
- Website Integration
- Applications/Tabs
- Updating Methods
- Paid-for Advertising
- How the Newsfeed Works
- Advanced Page Settings
- Image Editing

Topics may vary on the day, depending on participant feedback and the latest developments.

Duration: 1 full day
Date: Tuesday 29th September 2015
Time: 9:30am to 4:30pm
Venue: Cenit College, Monread Road Naas
Cost: €40

SALES & MARKETING COURSES

Editing & Uploading Videos with YouTube

Video is the future of content marketing. This half day course is designed for beginners with no video editing skills. With YouTube being the dominant video hosting website, this course will look at the video editing settings in YouTube as well as how to upload a video to YouTube. It will also cover embedding a video to your website and sharing your video across social media. Topics Include;

- Introduction to YouTube
- Setting up a YouTube channel
- YouTube connection with Google+
- Uploading video to YouTube
- Creating a video from pictures
- Editing an existing video using YouTube editor
- Examples of YouTube videos
- SEO on YouTube
- Making money on YouTube

Topics may vary on the day, depending on participant feedback and the latest developments.

Duration: 1 half day
Date: Tuesday 6th October 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, Monread Road, Naas
Cost: €25

Google Adwords - Beginners

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 is required. Participants are required to sign-up to Adwords in advance of this course.

Topics include;

- What is Adwords?
- Introduction to Pay-Per-Click Advertising
- Lingo
- Setting up a Campaign
- Setting up an Ad
- Writing Copy for an Ad

Topics may vary on the day, depending on participant feedback and the latest developments.

Duration: 1 half day
Date: Thursday 8th October 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, Monread Road, Naas
Cost: €25

Google Adwords - Advanced

This course is designed for those who already have a working knowledge of Google Adwords. Participants are invited to submit their ads to the trainer prior to the course, to use as examples on what can be improved. This course will be tailored for participants based on a short survey prior to the course. Topics can include;

- Monitoring your ads
- Tweaking to save money
- Connecting your adwords account with Google Analytics
- Your landing page
- Optimising your site for e-commerce conversions

Topics may vary on the day, depending on participant feedback and the latest developments.

| | |
|------------------|-----------------------------------|
| Duration: | 1 half day |
| Date: | Monday 12th October 2015 |
| Time: | 9:30am to 1:00pm |
| Venue: | Cenit College, Monread Road, Naas |
| Cost: | €25 |



Marketing on the Internet

An overview of SEO, Google Adwords, e-mail marketing and social media marketing. This is a very practical programme. PLEASE BRING A LAPTOP WITH YOU TO THIS COURSE.

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| Duration: | 4 evenings |
| Dates: | Wednesday 4th, 11th, 18th & 25th November 2015 |
| Time: | 6:30pm to 9:30pm |
| Venue: | Killashee House Hotel, Naas |
| Cost: | €80 |

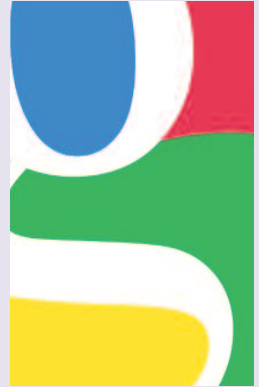
Search Engine Optimisation – Beginners

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 is required.

Participants must have a website to participate on this course.

This course will cover;

- How search engines operate
- How to conduct keyword research – perhaps the most important part of SEO
- Get your search terms into your website
- Google Panda and Google Penguin
- Optimising images and text for search engines
- HTML
- Metatags



Topics may vary on the day, depending on participant feedback and the latest developments.

Duration: 1 half day
Date: Friday 25th September 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, Monread Road, Naas
Cost: €25

Search Engine Optimisation – Advanced

This is for those who have either completed the beginners course or are familiar with search engine optimisation. This course will be tailored for participants based on a short survey prior to the course. Participants must have a website to participate on this course.

Topics include;

- The latest trends in SEO
- Usability, and user experience
- How to blog for SEO
- Measuring & tracking success
- Google webmasters
- The future of SEO

Topics may vary on the day, depending on participant feedback and the latest developments.

Duration: 1 half day
Date: Friday 25th September 2015
Time: 2:00pm to 5:00pm
Venue: Cenit College, Monread Road, Naas
Cost: €25

HEALTH & SAFETY COURSES

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 QQI (formerly FETAC) Level 5.

| | |
|------------------|-------------------------------------|
| Duration: | 3 full days |
| Dates: | Friday 2nd, 9th & 16th October 2015 |
| Time: | 9:30am to 5:00pm |
| Venue: | Osprey Conference Centre, Naas |
| Cost: | €100 |

A maximum of two places per company can be accepted due to the demand for places.

Occupational First Aid Refresher

Suitable for people who need to renew their QQI (formerly 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 on the day of the course. Certificates are valid for 2 years. (Valid certificate must be submitted with booking).

| | |
|------------------|--------------------------|
| Duration: | 1 full day |
| Date: | Friday 23rd October 2015 |
| Time: | 9:30am to 5:00pm |
| Venue: | Westgrove Hotel, Clane |
| Cost: | €40 |

A maximum of two places per company can be accepted due to the demand for places.

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.

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|------------------|--------------------------|
| Duration: | 1 half day |
| Date: | Friday 30th October 2015 |
| Time: | 9:30am to 1:00pm |
| Venue: | Keadeen Hotel, Newbridge |
| Cost: | €25 |



A maximum of two places per company can be accepted due to the demand for places.

Food Safety – Primary Food Handlers Certificate & HACCP

HACCP and food safety requirements are a critical issue and demand for food businesses. The continuing changes require business owners and managers to invest in their staff to meet these needs, drive improvements and profitability. Most food safety issues are avoidable in a business following good food safety management systems and training.



It is a legal requirement that staff who are involved in a food environment are trained and/or supervised commensurate with their work activity. The proprietor is responsible for the supervision and training of staff. Since 2006, staff responsible for the development and maintenance of the food business's Hazard Analysis Critical Control Point (HACCP) system must have received adequate training in the application of the HACCP principles.

Primary Food Handlers Certificate

This course details the HACCP and food handling requirements for high risk food workers (including chefs, cooks, production staff, meat handling, deli staff, supervisors and owners). The course is certified by Environmental Health officers Association for 5 years.

Duration: 3 evenings
Dates: Monday 5th, 12th & 19th October 2015
Time: 6:30am to 9:30pm
Venue: Keadeen Hotel, Newbridge
Cost: €60

HACCP

This simple steps to HACCP programme details the requirements of a food safety management system and HACCP compliant with current legal and industry standards. This course is designed to familiarise learners with their responsibilities and enable them to develop, update or supervise a HACCP system within their own food business. The course is interactive involving a mix of theory, practical workshops and work based activities relevant to the learners needs. Participants must have completed a Primary Food Handlers course prior to attending HACCP.

Duration: 3 full days
Dates: Monday 2nd, 9th & 16th November 2015
Time: 9:30am to 4:30pm
Venue: Killashee House Hotel, Naas
Cost: €90

GENERAL COURSES

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.

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|------------------|--|
| Duration: | 3 full days |
| Dates: | Wednesday 14th, 21st & 28th October 2015 |
| Time: | 9:30am to 4:30pm |
| Venue: | Westgrove Hotel, Clane |
| Cost: | €90 |

Using Revenue Online Services (ROS)

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

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|------------------|----------------------------------|
| Duration: | 1 half day |
| Date: | Wednesday 7th October 2015 |
| Time: | 9:30am to 1:00pm |
| Venue: | Celbridge Manor Hotel, Celbridge |
| Cost: | €25 |

Management Development Programme

This programme has been developed to facilitate owners / managers recognise the weaknesses in their business and then build their management capacity to address these issues. Suitable for businesses who have been operating at least 2 – 3 years.

An information evening is being held on Tuesday 8th September 2015 at 8:00pm in the Osprey Conference Centre, Naas and will be facilitated by the course facilitator, Blaise Brosnan. It is recommended that anyone considering participation on the course should attend this information evening. You will get to meet the course facilitator and learn more about what you can gain from participating on the course.

If you wish to attend this information evening, please telephone 045-980838 or email localenterprise@kildarecoco.ie

Allergens

Have you a food business? Do you know your responsibilities in relation to Allergens? Under EU food regulations, 14 specified food allergens must be declared on the label of pre-packed foods. Regulation (EU) No 1160/2011 on the Provision of Food Information to Consumers extended this provision to non-pre-packed (loose) foods (including drinks). These regulations apply to all food businesses whether food is sold for profit or provided free of charge. The regulations require clear labelling and information to the customer for food containing specified food allergens.

The Local Enterprise Office Kildare is offering one-to-one appointments with an expert in the area of this regulation and your responsibilities. The appointments will take place on Friday 25th September 2015. If you have a food business and wish to avail of an appointment, please contact the office for an application form.



Retail Development Programme

Local Enterprise Office Kildare is introducing a Retail Development Programme this Autumn. The aim of the programme is to help small independent retail businesses in the county to improve or adopt new business models and practices and to accelerate the growth of their business. The programme is aimed at owner/managers and will run from October 2015 to March 2016.

Topics to be covered will include:

- Evaluating current business model
- USP, loyalty schemes, new directions
- Sales & Marketing
- Digital & Social Media Marketing
- Visual Merchandising
- Best Practice & Buying Patterns
- Customer Service
- Business Planning
- Financial Planning

Dates, venue and cost to be confirmed. If you are interested, please contact us for an application form.



Oifig Fiontair Áitiúil

Local Enterprise Office



Local Enterprise Office Kildare

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Oifig Fiontair Áitiúil **Cill Dara**

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