



Oifig Fiontair Áitiúil
Local Enterprise Office

Business Training Courses

Spring 2015



Oifig Fiontair Áitiúil **Cill Dara**

Local Enterprise Office **Kildare**

Supporting small businesses
in County Kildare



Welcome to the Local Enterprise Office Kildare's Spring 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.**
- **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 (Mondays & Thursdays)
Dates: Saturday 21st, 28th February, 7th & 14th March 2015		Dates: February 2015 Monday 23rd, Thursday 26th March 2015 Monday 2nd, 9th, 16th & 23rd Thursday 5th, 12th, 19th & 26th
Time: 10:00am to 5:00pm		Time: 7:00pm to 9:30pm
Venue: Killashee House Hotel, Naas		Venue: Keadeen Hotel, Newbridge
Cost: €80		Cost: €80

Market Research Workshop

Participants will be equipped to conduct and analyse the outcomes of a basic market research programme on their new business idea. It will cover: principles of market research; planning the research; conducting the research; analysing the data.

Duration:	1 full day
Date:	Wednesday 4th March 2015
Time:	9:30am to 4:30pm
Venue:	Celbridge Manor Hotel, Celbridge
Cost:	€30

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 8th April 2015.

Duration:	1 full day
Date:	Wednesday 18th March 2015
Time:	9:30am to 4:30pm
Venue:	Keadeen Hotel, Newbridge
Cost:	€40

FINANCE COURSES

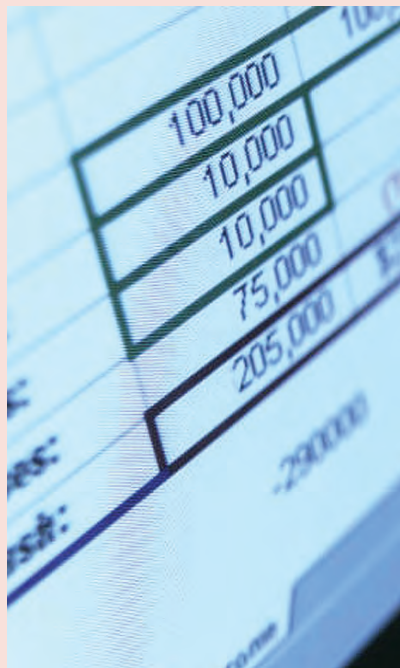
Taxation for Self-Employed

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.

Duration:	2 full days
Dates:	Tuesday 24th February & Tuesday 3rd March 2015
Time:	9:30am to 4:30pm
Venue:	Celbridge Manor Hotel, Celbridge
Cost:	€60

Basic Book Keeping Using Excel

This programme will enable participants to understand why and what accounting records should be kept and what a basic system should include. Covers cash book, sales / purchase book, creditors / debtors ledgers, VAT and PAYE returns.



Duration:	8 evenings
Dates:	Wednesday 25th February, 4th, 11th, 18th, 25th March, 1st, 8th & 15th April 2015
Time:	6:30pm to 9:30pm
Venue:	Westgrove Hotel, Clane
Cost:	€80

SOCIAL MEDIA COURSES



Twitter for Business - Beginners

An overview of Twitter for businesses that would like to explore the opportunities Twitter has to offer and learn about links and hashtags. Suitable for those with limited experience of using Twitter. Participants should have a Twitter account set up prior to attending this course.

Duration:	1 morning
Date:	Thursday 5th March 2015
Time:	9:30am to 1:00pm
Venue:	Cenit College, above Tesco, Monread Road, Naas
Cost:	€25

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.

Duration:	1 full day
Date:	Tuesday 10th March 2015
Time:	9:30am to 4:30pm
Venue:	Cenit College, above Tesco, 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.

Duration: 1 full day
Date: Tuesday 31st March 2015
Time: 9:30am to 4:30pm
Venue: Cenit College, above Tesco, Monread Road, Naas
Cost: €40



LinkedIn for Business - Beginners

This course is designed for businesses who are interested in creating a strong business brand and getting more business through LinkedIn. It will cover the main features of LinkedIn, how to setup your profile correctly, how to make visitors click on your websites, how to be found in search results on LinkedIn.

Duration: 1 full day
Date: Friday 20th March 2015
Time: 9:30am to 4:30pm
Venue: Cenit College, above Tesco, Monread Road, Naas
Cost: €40



SALES & MARKETING COURSES

Sales & Marketing Retreat - Grabbing the Oyster

Back by popular demand!!! This two day programme is designed to incorporate the important hands on elements of the sales process and the development of selling skills. The course focuses on SME business, new start-ups and established businesses with a need to develop an effective sales function within their business. It is a dynamic workshop that will ensure that the essential elements of the sales process are understood and practiced. It is an interactive workshop and will be hands on in that participants will take an active role in the programme.

Duration:	2 full days
Dates:	Thursday 12th & Friday 13th March 2015
Time:	9:30am to 4:30pm
Venue:	Killashee House Hotel, Naas
Cost:	€100

Editing & Uploading Videos

Video is the future of content marketing. This half day course is designed for beginners with no video editing skills. It will cover free video imaging software to create a video from photographs as well as sample videos. With YouTube being the dominant video hosting website, it 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.

Duration:	1 half day
Date:	Tuesday 24th March 2015
Time:	9:30am to 1:00pm
Venue:	Cenit College, above Tesco, Monread Road, Naas (TBC)
Cost:	€40

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 and Internet Explorer is required.

Duration: 1 morning
Date: Thursday 2nd April 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, above Tesco, Monread Road, Naas
Cost: €25

Google Adwords - Advanced

This course is designed for those who already have a working knowledge of Google Adwords.

Duration: 1 morning
Date: Wednesday 15th April 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, above Tesco, 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.

Duration: 4 evenings
Dates: Tuesday 7th, 14th, 21st & 28th April 2015
Time: 6:30pm to 9:30pm
Venue: Killashee House Hotel, Naas
Cost: €60

Search Engine Optimisation

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.

Duration: 1 morning
Date: Monday 20th April 2015
Time: 9:30am to 1:00pm
Venue: Cenit College, above Tesco, Monread Road, Naas
Cost: €25



GENERAL COURSES

eTendering - A Guide to Private and Public Sector Procurement

This programme will help participants to find, prepare and submit successful tenders. It will cover: examining the “real” requirements of a tender document; forming a successful tendering strategy; applying best practice guidance, tips and pointers on how to write a bid document; using the eTenders website to its maximum potential.

Duration: 1 full day
Date: Friday 20th February 2015
Time: 9:30am to 4:30pm
Venue: Local Enterprise Office, Aras Chill Dara, Naas
Cost: €10

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.

Duration: 3 full days
Dates: Wednesday 25th February, 4th & 11th March 2015
Time: 9:30am to 4:30pm
Venue: Killashee House Hotel, Naas
Cost: €90





Personal Development

Managing ourselves effectively is a key ingredient in managing our businesses effectively. This programme will address the core elements of becoming a highly effective communicator. Covers assertiveness, communication skills, conflict resolution and confidence building.

Duration: 3 full days
Dates: Monday 2nd, 9th & 16th March 2015
Time: 9:30am to 4:30pm
Venue: Keadeen Hotel, Newbridge
Cost: €90

Succession Planning for Family Business

This workshop will give an overview of the key topics and issues involved in passing the family business to the next generation. Topics include: management V ownership succession; outline of family business dynamics; establishing and clarifying the succession planning touchstones; creating and initiating essential communications.

Duration: 1 full day
Date: Wednesday 8th April 2015
Time: 9:30am to 4:30pm
Venue: Keadeen Hotel, Newbridge
Cost: €30

Food Academy

Suitable for new start up food businesses interested in growing their sales, branding, packaging and identifying routes to market. This programme is supported by Bord Bia and Musgrave Retail.

4 days training and 2 mentor sessions will be offered to suitable candidates.
Please contact LEO office for further details.





Oifig Fiontair Áitiúil

Local Enterprise Office



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