



Business Training Courses Schedule

April / May / June 2014



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.

Duration: 4 half days

Dates: Wednesday 23rd, 30th April, 7th & 14th May 2014

Time: 2:00pm to 5:00pm

Venue: Killashee Hotel, Naas

Cost: €60



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.

Duration: 1 half day

Dates: Friday 9th May 2014

Time: 10:00am to 1:00pm

Venue: Westgrove Hotel, Clane

Cost: €20



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.

Duration: 1 half day

Dates: Thursday 1st May 2014

Time: 9:30am to 1:00pm

Venue: Killashee Hotel, Naas

Cost: €25



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).

Duration: 3 full days

Dates: Thursday 24th April, 1st & 8th May 2014

Time: 9:30am to 5:30pm

Venue: Westgrove Hotel, Clane

Cost: €90

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.

Duration: 4 evenings

Dates: Thursday 8th, 15th, 22nd & 29th May 2014

Time: 6:30pm to 9:30pm

Venue: Killashee Hotel, Naas

Cost: €60





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).

Duration: 1 full day
Dates: Tuesday 29th April 2014
Time: 9:30am to 5:30pm
Venue: Westgrove Hotel, Clane
Cost: €25



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.

Duration: 4 full days
Dates: Saturday 7th, 14th, 21st & 28th June 2014
Time: 9:30am to 5:00pm
Venue: Osprey Hotel Conference Centre, Naas
Cost: €80



SALES & 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.

Duration: 2 full days
Dates: Tuesday 13th & Wednesday 14th May 2014
Time: 9:30am to 4:30pm
Venue: Osprey Hotel Conference Centre, Naas
Cost: €60



SALES & MARKETING ADVICE CLINICS

These are one-to-one sessions of one hour duration each.

Duration: 1 hour one-to-one appointments
Date: Tuesday 20th May & Tuesday 27th May 2014
Time: Between 9:00am & 5:00pm
Venue: Aras Chill Dara, Devoy Park, Naas
Cost: Free of Charge
(prior booking is ESSENTIAL)

Places can be booked online at www.kildareceb.ie up to 11th April 2014.
After this date bookings must be made at 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.
- Course fees MUST be paid with registration. Places will NOT be reserved without payment.
- Fees are NON-REFUNDABLE except where a course is cancelled by Kildare County Enterprise Board due to insufficient bookings



Bord Fiontar
Contae Chill Dara Teo. | Kildare County
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Clárúilte ag Bord Fiontar AG
Ar 14 Márta 2014

Irish Local Enterprise Board
Programme 2011 - 2013

Clárúilte ag Bord Fiontar AG le tacaíocht ón Stát agus ón Aontas Eorpach



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REIGIÚNAÍ NA HEORRÁIL
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