



Oifig Fiontair Áitiúil

Local Enterprise Office

TRAINING PROGRAMME

Autumn 2016



Oifig Fiontair Áitiúil Laois

Local Enterprise Office Laois

WELCOME NOTE

Welcome to the Autumn 2016 Training Programme for the Local Enterprise Office. 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 Laois. All courses are delivered by professional trainers to a very high standard and are heavily subsidised by the Local Enterprise Office.

- Priority will be given to owners/managers or employees of micro-enterprises in County Laois.
- Places are limited so early booking is advisable.
- All courses must be booked online at www.localenterprise.ie/laois
- Fees are non-refundable except when a course is cancelled by the Local Enterprise Office due to insufficient bookings.

Our 2016 Autumn Training Programme contains a wide variety of programmes for start up and developing enterprises. During the year we run various other events including seminars, enterprise week, networking events and specialised events for enterprises. We would recommend that you subscribe to our mailing list to keep abreast of all events by sending an email to localenterprise@laoiscoco.ie with the word subscribe in the title bar.

An ezine newsletter is sent to everyone on our mailing list on a monthly basis which outlines all up-to-date information.

Evelyn Reddin, Head of Enterprise



WHAT OUR CLIENTS SAY ABOUT OUR TRAINING...



I have attended courses with the Local Enterprise Office and I found them very informative and beneficial for my business. The courses are an excellent opportunity to learn new skills and network with fellow entrepreneurs. I would highly recommend them to anyone in business.

Michael Onalimi, Flavour Safari Sauces



I have attended a number of courses at the Local Enterprise Office since starting my business a year ago. I have found them very informative and useful in developing the skills necessary for growing my business and increasing my turnover. I would definitely recommend talking to the staff in the LEO office and working with them to find out what courses would be most beneficial to your business.

Barbara Brown, Brown's Vineyard



I have attended training courses with the Local Enterprise Office since starting my business and I think it is an excellent service. They cover important and relevant topics and the trainers are both professional and knowledgeable. I would recommend the service to those in business.

Alison Dunne, Alison Dunne Interior Design

SCHEDULE OF COURSES 2016

05

T1640 - Start Your Own Business
T1641 - SAGE Computerised Accounts

06

T1642 - Social Media Bootcamp
T1643 - Maximise Your Trade Show Investment

07

T1644 - HACCP / Food Safety
T1645 - Basic Book Keeping

08

T1646 - The Foodpreneur - 10 Step
Recipe for Success
T1647 - How to Use Snapchat to
Boost Your Business

09

T1648 - An Introduction to Lean
Manufacturing
T1649 - Strategic Marketing and
Branding Programme

10

T1650 - Keeping the Taxman Happy
T1651 - Design and Build Your Own
Business Website

11

T1652 - The Basics of Small Business Insurance
T1653 - Health & Safety for the Small Business

T1640 START YOUR OWN BUSINESS

DATES: 6th September -
8th November

LOCATION: Local Enterprise Office

COST: €100

DURATION: 10 Evenings

TIME: 7.00pm - 10.00pm

The Start Your Own Business Course focuses on those with a business idea and are unsure as to how to develop the idea into a business plan. This programme will provide individuals who are seeking to start their own business with the skills, management tools and expertise in making the right decisions, planning and organising effectively. The 10 evening programme will guide you through the various aspects of starting and running a business. The objective is to assist you in assessing the viability of your business idea.

Course Outline:

- Self – Assessment
- Preparing a Business Plan
- Business Set up – Taxation and Book keeping
- Cashflow and Cash Collection
- HR and Employment Legislation
- Sources of Finance
- Costing and Pricing
- Researching the Market
- Marketing for the Small Business
- Legal Issues for Start up's

T1641 SAGE COMPUTERISED ACCOUNTS

DATES: 14th September -
16th November

LOCATION: Local Enterprise Office

COST: €100

DURATION: 10 Mornings

TIME: 9.45am - 1.00pm

The aim of this course is to provide participants with the knowledge to use SAGE Line 50 Accounts to record their business transactions and extract relevant management reports to run their business more effectively. This course will provide participants with the knowledge to be able to print a wide range of reports to help run their business more effectively.

Course Outline:

- Supplier Set up
- Customer Set up
- Bank payments, receipts and transfers
- Bank reconciliation
- Financial reports
- Trial balance, Profit and Loss
- Credit control
- Year-end routine

T1642 SOCIAL MEDIA BOOTCAMP

DATES: 19th October -
9th November

LOCATION: Local Enterprise Office

COST: €100

DURATION: 4 Days

TIME: 9.45am - 4.45pm

This Social Media Marketing Bootcamp is based on four workshops, specifically tailored to businesses. Aimed at a non-technical business audience, this four day Social Media hands-on workshop focuses on giving participants the skills to audit their own social media presence with a view to improving it for better search engine visibility and social media engagement.

Course Outline:

- How to shoot / edit marketing videos and design social media graphics to promote your activities
- How to use advanced Facebook marketing tactics to promote your products
- How to use Twitter & You Tube to promote your products / services
- How to use LinkedIn, Pinterest and Instagram for Marketing

T1643 MAXIMISE YOUR TRADE SHOW INVESTMENT

DATES: 27th September

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

Attending a trade show is a significant investment from the cost of securing space and displaying materials. However, these are not the only things that you need to consider. This course helps you to understand the various aspects of maximizing your trade show investment and using them to market your business successfully.

Course Outline:

- How to book trade shows
- How to choose the right trade shows for your business
- How to display your offerings at trade shows
- Making contacts at trade shows
- Planning required before a trade show
- Work needed after a trade show

T1644 HACCP / FOOD SAFETY (CERTIFIED)

DATES: 21st September

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

The purpose of this course is to provide food workers with the skills, knowledge and awareness of the importance of good food hygiene practices. All participants will learn the legal requirement for HACCP and food safety training. This course is externally certified by the Environmental Health Association of Ireland and will cover all new and recent changes in food safety legislation and standards.

Course Outline:

- Introduction to Food Safety
- Microbiological Hazards
- Food Contamination
- HACCP from Food Delivery to Storage
- HACCP from Food Preparation to Cooking and Service
- Personal Hygiene
- Food Premises and Equipment
- Pest Control
- Cleaning and Disinfection
- Food Safety Law and Enforcement

T1645 BASIC BOOK KEEPING

DATES: 6th October

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

This course is suitable for individuals with very little or no book-keeping experience and who are interested in acquiring the necessary skills to maintain a manual book-keeping system for a small business, which will ensure they meet all revenue and legal requirements, but will also provide them with a system of monitoring their business financial performance – essential for managing any business.

Course Outline:

- How to prepare daybooks
- Ledger Accounts
- Bank Reconciliation
- Books of prime entry, sales, purchases, bank payments and bank receipts
- Accounting for VAT
- Accounting for PAYE / PRSI
- Making and receiving payments
- Overview of Income Tax / Payroll Taxes
- Corporation Tax

T1646 THE FOODPRENEUR - 10 STEP RECIPE FOR SUCCESS

DATES: 18th & 25th October

LOCATION: Local Enterprise Office

DURATION: 2 Full Days

COST: €60

TIME: 9.45am - 4.45pm

The aim of this programme is to provide participants with the knowledge of what is involved in setting up a food business. The content will be designed to provide the participants with information which will allow them to avoid the pitfalls normally associated with this journey. Participants will finish the course with a structured guide to bringing their product from concept to market.

Course Outline:

- Understanding what is artisan food production
- Identifying the pitfalls associated with starting your own food business
- Minimum requirements e.g. food safety, labelling requirements, insurance etc
- Packaging and Branding
- How to build a pricing model
- Supports and assistance available
- Understanding the role of various agencies
- Attending consumer shows

T1647 HOW TO USE SNAPCHAT TO BOOST YOUR BUSINESS

DATES: 19th October

LOCATION: Local Enterprise Office

DURATION: 1 Morning

COST: €25

TIME: 9.45am - 1.00pm

This programme provides detailed knowledge about how businesses of any size and in any sector can Snapchat – the social media sphere’s most exciting new innovation – as part of a successful marketing strategy. Through narrated video, images, step-by-step instructions and many real-life examples, participants will learn how to use and master the Snapchat mobile app, create content that their audience will love, attract and maintain a strong Snapchat following and drive engagement and interest into their brand.

Course Outline:

- How are businesses using Snapchat?
- Why is Snapchat different to other social networks?
- Building a Snapchat strategy
- How to create content on Snapchat
- How to interact with other Snapchat users
- How to get followers on Snapchat
- How to tell stories on Snapchat that will keep audience’s coming back for more
- How to measure your success

T1648 AN INTRODUCTION TO LEAN MANUFACTURING

DATES: 27th October

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

This course serves as an introduction to Lean Manufacturing. The objective of the programme is to provide the participant with a good understanding and hands on application of the concept of Lean Manufacturing and some of the basic tools for identifying opportunities for improvement to the manufacturing process. This course is designed to encourage participants to adopt lean business principles in their organisation to increase performance and competitiveness.

Course Outline:

- The 5 principles of Lean Manufacturing
- Eliminating waste in manufacturing
- Voice of the Consumer
- Doing more with less
- Problem elimination and continual improvement

T1649 STRATEGIC MARKETING AND BRANDING

DATES: 1st November -
22nd November

LOCATION: Local Enterprise Office

DURATION: 4 Days

COST: €100

TIME: 9.45am - 4.45pm

This programme is aimed at small business owners / managers or those responsible for the marketing function within the business. The programme will allow the businesses involved to develop a more strategic approach to how they market and brand their business. The programme also aims to give participants a full understanding of the marketing process, strategic planning, executing and evaluating marketing activities and brand development for a small business.

Course Outline:

- An introduction to Marketing – the 4P's – Product, Price, Place, Promotion
- Market research, analysis and effective lead generation
- Branding and Promotion
- Brand audit and brand development planning
- Developing creative design and communication briefs
- Developing a Marketing Plan

T1650 KEEPING THE TAXMAN HAPPY

DATES: 10th November

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

This course is designed to give start up business owners/managers an understanding into what knowledge and activity is required of them from a taxation perspective. The programme's objective is to enable participants to manage their business tax affairs more effectively. Participants will learn how to develop an understanding of the legal taxation requirements for small business.

Course Outline:

- Registration
- ROS (Revenue Online Services)
- Basic Revenue Returns
- Self Assessment
- Revenue Powers
- Important dates and deadlines

T1651 DESIGN AND BUILD YOUR OWN WEBSITE

DATES: 17th November -
1st December

LOCATION: Local Enterprise Office

DURATION: 3 Days

COST: €80

TIME: 9.45am - 4.45pm

This course seeks to upskill participants so that they can develop their own business brochure website. It will also demonstrate practical methods which can be implemented that will assist with enhancing the visibility of websites in search engines by deploying a variety of tried and tested digital marketing techniques. At the end of the course, participants will have their own working website that they can edit and modify in the future.

Course Outline:

- Set up a website using the tips and tools provided during the session
- Manage and keep the website updated
- Making the website accessible
- Making the website mobile friendly / responsive
- Create an overall online marketing strategy linking it to Social Media platforms

T1652 THE BASICS OF SMALL BUSINESS INSURANCE

DATES: 23rd November

LOCATION: Local Enterprise Office

DURATION: 1 Morning

COST: €25

TIME: 9.45am - 1.00pm

Insurance is not only important to you in your business, but in your other business relationships as well. In this course you will discover the many types of insurance cover available for small business and which types will fulfill the requirements of your business. This course sets out to insure you, as a business owner, understand the insurance process and how to best ensure your business is protected.

Course Outline:

- The different types of insurance options available
- Pitfalls to avoid
- How to get the best value for money
- Renewing insurance contracts

T1653 HEALTH & SAFETY FOR THE SMALL BUSINESS

DATES: 6th & 7th December

LOCATION: Local Enterprise Office

DURATION: 2 Days

COST: €60

TIME: 9.45am - 4.45pm

This course enables managers and supervisors to carry out their activities within the workplace and understand the duties required of them under the various pieces of legislation. Participants will learn about all the aspects of Health & Safety required in a modern working environment, including risk assessment, accident / incident investigation and analysis, communications and consultations and safe systems of work.

Course Outline:

- The role of the Health and Safety Authority
- Duties of Managers, Supervisors and Employees
- Accident recording and reporting
- Consequences of non-compliance
- Hazard identification
- Preventative strategies
- Safety Statements / Risk Assessments
- Role of Safety Representatives
- Good Health and Safety practices

THE LOCAL ENTERPRISE OFFICE

A FIRST STOP SHOP FOR ALL YOUR BUSINESS NEEDS



FINANCIAL SUPPORTS

Direct financial supports to micro businesses with 10 or less employees (eligibility criteria will apply).



BUSINESS ADVICE

Business information, advisory services and enterprise support to start up or existing businesses.



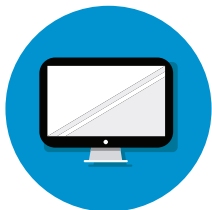
TRAINING

High quality training to meet the needs of businesses including Start Your Own Business, Finance, Marketing and Business Planning.



MENTORING

Panel of experienced Business Mentors to provide advice and guidance in the areas of Business Planning, Finance, Taxation, Marketing, Procurement. Specialist advisors available for the food sector.



NETWORKING

The Local Enterprise Office holds various networking events throughout the year which are an opportunity for like minded business people to interact and make new connections.

TRADING ONLINE VOUCHER SCHEME

€2,500 grant to help small businesses trade online

**DIRECT SALES HAVE INCREASED BY 21%
AS A RESULT OF TRADING ONLINE**

**84% OF BUSINESSES HAVE SEEN AN INCREASE
IN CUSTOMER ENQUIRIES**

**73% OF BUSINESSES SAID ONLINE TRADING DID NOT
DISPLACE EXISTING SALES**

**89% OF BUSINESSES SEE THEIR ONLINE STORE BECOMING
MORE IMPORTANT FOR BUSINESS IN NEXT 6 MONTHS**

(Results are from Enterprise Impacts of the Trading Online Voucher Scheme 2016 Report conducted by the Department of Communications, Energy and Natural Resources.)

WHAT OUR CLIENTS SAY



The Trading Online Voucher has meant a great deal to my business. It has allowed me to create a structured way to map my online traffic and build a more solid plan for expanding my Stylefish database, ensuring I am communicating with my audience in the right way.

Julie Cobbe, Stylefish www.stylefish.ie



Participating in the Trading Online Voucher has been hugely beneficial to my business. This year has by far been the best year for us online since the new site launched. We are definitely seeing a significant increase in traffic to our site which is converting into sales.

Anthony Fitzpatrick, Greenfeet www.greenfeet.ie



The Trading Online Voucher Scheme has helped my business to turn face-to-face services into online products that customers can purchase direct from our website.

Susan Wallace, Hypnosis Academy,
www.hypnosisacademy.ie



A combination of local knowledge and international business expertise



A source of comprehensive innovation support and business advice



A variety of free events where you can meet potential business partners



600 partner organizations making it the largest support network for SMEs



Global reach you need to find international collaborative partners and expand abroad

ENTERPRISE EUROPE NETWORK

Helping Irish SMEs grow internationally

- We combine international business expertise with local knowledge to help you take your innovation into new markets.
- Embedded in your local business structure, the Network's 600 partner organisations provide the global reach you need to find international collaborative partners and expand abroad.



LAOIS ENTERPRISING WOMEN'S NETWORK

Launched in 2014, the Laois Enterprising Women's Network aims to empower, guide, motivate and showcase its members and their businesses. The Laois Enterprising Women's Network is an initiative of the Local Enterprise Office to encourage women in business and provide easy access to a supportive network in order to maximize their success and growth potential.

What does membership offer you?

- Hear from inspirational speakers
- Learn from workshops
- Showcase your business
- Avail of social media profiling
- An opportunity to do business
- Have fun

Annual Membership Fee of €100

If you are interested in becoming a member or require more information, please contact the Local Enterprise Office on 057 86 61800 or email hdeevy@laiscoco.ie

SOME OF OUR SPEAKERS



Susan Hayes
The Positive Economist



Anna May McHugh
National Ploughing Association



Lorraine Murphy
Lorraine Murphy Coaching and Training



Oifig Fiontair Áitiúil

Local Enterprise Office

Local Enterprise Office Laois
Portlaoise Enterprise Centre
Clonminam Business Park
Portlaoise

T: 057 86 61800

E: localenterprise@laoiscoco.ie

www.localenterprise.ie/laois

