



Oifig Fiontair Áitiúil
Local Enterprise Office

TRAINING PROGRAMME

September - December 2014



Oifig Fiontair Áitiúil Laois

Local Enterprise Office Laois



Course Code T1434

SAGE COMPUTERISED ACCOUNTS

Date: 4th September – 6th November
Time: 9.45am – 1 pm
Duration: 10 mornings
Cost: €100

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.

Course Outline:

- Introduction to Sage Line 50
- Supplier Set up
- Customer set up
- Bank payments, receipts and transfers
- Use search function
- Bank reconciliation
- Financial reports
- Trial balance, Profit and Loss
- Credit control
- Year-end routine

Course Code T1435

START YOUR OWN BUSINESS COURSE

Date: 9th September – 11th November
Time: 7pm – 10pm
Duration: 10 evenings
Cost: €100

The aim of this course is to equip participants with the skills and knowledge required to start and run a successful business.

Course Outline:

- Entrepreneurship- What is it?
- Legal Issues for Start Ups
- Preparing a Business Plan
- Marketing for the Small Business
- Researching the Market
- Finance
- Finding Sources / Approaches
- Basic Bookkeeping
- Sales
- ICT and the Small Business

Course Code T1436

EMAIL MARKETING – DEVELOPING AN EFFECTIVE EMAIL CAMPAIGN

Date: 16th September
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to give an introduction to the methods of creating a database of email addresses and creating effective email shots that work.

Course Outline:

- Introduction to Email Marketing
- When to use email marketing in the marketing mix
- Building an email database
- Opt in/Opt out considerations
- Managing an email database
- Planning and creating email campaigns
- Handling responses

Course Code T1437

BASIC BOOK KEEPING & TAXATION

Date: 28th October
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to enable course participants to manage their business's financial affairs more effectively.

This course will cover all the working elements of setting up a simple book keeping system and how to be tax compliant

Course Outline:

- How to keep accounts in a simple and user-friendly format.
- Books of Prime entry, sales, purchases, bank payments and bank receipts
- Accounting for VAT
- Accounting for PAYE / PRSI
- Preparation of Income Tax return
- Preparation of Corporation Tax return
- Cashflow
- Making and receiving payments
- How to be tax compliant in accordance with VAT, PAYE / PRSI, Income & Corporation Tax

Course Code T1438

ESSENTIAL TAX, CASHFLOW, PRICING & DEBT COLLECTION

Date: 17th September – 15th October
Time: 9.45am – 4.45pm
Duration: 5 days
Cost: €100

The aim of this course is to enable participants to manage their business's financial affairs more effectively.

Course Outline:

- The Tax System
- Registration
- Form 11 & CT1
- Revenue Powers
- Cash Flow Management & Debt Collection
- Pricing – Cost basis, Market Indicators

Course Code T1439

WRITING YOUR OWN MARKETING PLAN

Date: 25th September – 23rd October
Time: 9.45am – 4.45pm
Duration: 5 days
Cost: €100

A marketing plan is the single most important guide you will have to maximize effectiveness. This is especially true for entrepreneurs and small business owners, who may be new to the process of creating a plan or who may be operating with a limited budget — and maybe both.

Course Outline:

- Defining a vision / mission / values statement
- An overview of the positioning process
- A basic approach to pricing
- Conducting a SWOT Analysis
- Conducting a Customer Analysis
- Identifying Marketing's Role in the Sales Strategy
- Defining a Whole Product Strategy
- Planning the Components of a Product Launch

Course Code T1440

OCCUPATIONAL FIRST AID

Date: 2nd October, 3rd October, 6th October
Time: 9.45am – 4.45pm
Duration: 3 days
Cost: €100

The aim of this course is to provide participants with the knowledge, skills and attitudes that will enable them to meet the requirements of the Safety, Health & Welfare at Work Act 2007 which addresses Occupational First Aid in the Workplace.

Course Outline:

- Assessment, Accident Scene Management
- Circulation, wounds and bleeding
- Respiration, asphyxia and introduction to CPR
- CPR, choking and heart conditions
- Unconsciousness
- Fractures, sprains, strains and dislocations
- Burns and scalds
- Use of the Automated External Defibrillation (AED)

Course Code T1441

MARKETING TIPS FOR THE SMALL BUSINESS – MARKETING ON A SHOESTRING

Date: 7th October
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to help participants learn practical and actionable ways to market their business both online and offline.

Course Outline:

- How to create your own personal brand
- How to become a go-to authority in a field.
- 25 ways to market your business offline
- 25 ways to market your business online
- Tips to save you money on your marketing efforts.

Course Code T1442

RETAIL DEVELOPMENT PROGRAMME

Date: 8th October – 5th November
Time: 9.45am – 4.45pm
Duration: 5 days
Cost: €100

The aim of this programme is to give retailers new tools which will help them grow their sales and improve overall performance.

Course Outline:

- Retail Management and Staff Management
- Store Environment and Buying
- Strategic retail management
- Analysing Trends and Planning
- Loyalty and Customer Service
- Retail Selling
- Retail Administration

Course Code T1444

DIGITAL MARKETING AND WEBSITE DESIGN

Date: 22nd October – 19th November
Time: 9.45am – 4.45pm
Duration: 5 days
Cost: €100

The aim of this programme is to provide participants with the necessary skills and knowledge to create and maintain their own website.

Course Outline:

- Introduction to the web and free website development tools
- Registering the domain hosting site
- Designing a website
- Building a website
- Social Media – Facebook / Twitter / YouTube
- Search engine optimization
- The Internet and the law
- Networking and ICT as a tool in supporting the local economy

Course Code T1443

MANAGING STRESS IN BUSINESS

Date: 15th October
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to inform participants of the pitfalls of stress and give them basic tools to avoid stress and the effects on their greater family. Well being is an increasingly relevant and necessary consideration for the self-employed person.

Course Outline:

- Self Management
- Emotional Wellbeing
- Relationship awareness
- Financial issues that can occur
- Bonuses to yourself
- Help available if mired in stress

Course Code T1445

FACEBOOK FOR BUSINESS (Beginners)

Date: 4th November
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to guide participants through the basics of Facebook marketing. It is aimed at those who may use Facebook personally but are currently not using it for business.

Course Outline:

- Facebook profile versus page
- How to create lists for managing your friends
- Setting up a Facebook page for your business
- Adjusting the important settings for privacy and notifications
- Facebook 'language' and functionality
- Best practices for branding your Facebook business page
- Ways to grow Facebook fans and create more buzz and engagement

Course Code T1446

ENTERPRISING WOMEN'S PROGRAMME

Date: 6th November-
11th December
Time: 9.45am – 1pm
Duration: 6 mornings
Cost: €60

The aim of this programme is to increase self-awareness, enhance strategic thinking, gain clarity and vision and more.

Course Outline:

- Increased self-awareness and confidence in harnessing their unique strengths, values, purpose and passion
- Enhanced strategic thinking and decision-making abilities to create vision and effectively lead teams
- Impactful communication and influence techniques that lead to strong leadership presence and effective results
- Greater clarity and vision in identifying their goals with an action plan for achieving them
- Sustainable work-life balance practices to nourish and maintain effectiveness

Course Code T1448

HOW TO SUBMIT THAT WINNING TENDER

Date: 13th November
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to improve participants ability to submit winning tenders.

Course Outline:

- The foundation vital to approaching tendering to both the public and private sector in their given industry
- The knowledge to successfully approach the tendering market in both the public and private sector in their given industry
- The ability to gain the maximum benefit from using eTenders website

Course Code T1447

ONLINE MARKETING & SOCIAL MEDIA

Date: 12th November –
10th December
Time: 7pm – 10pm
Duration: 5 evenings
Cost: €50

The aim of this course is to help businesses understand the different social media tools and how they can use them in a social media strategy for their business. This course is designed for the owners of existing small businesses as well as individuals who are looking to start a new business.

Course Outline:

- How to develop a Brand through Social media
- Pay per click & Web Analytics
- Facebook, LinkedIn, Twitter, You Tube – How can they work for my business? Learn the tips and Tricks. How to use them effectively as marketing tools.
- Business Blogs – Wordpress. Learn about new website tools that anyone can use every day.
- Increasing visibility and winning market share

Course Code T1449

DRIVING YOUR OWN PR CAMPAIGN FOR YOUR BUSINESS

Date: 19th November
Time: 9.45am – 4.45pm
Duration: 1 day
Cost: €40

The aim of this course is to equip participants with the knowledge and skills to drive their own Public Relations campaign and increase their exposure to their audiences using topics of public interest and news items that do not cost anything.

Course Outline:

The participants will be shown how to

- Create their own press releases
- Identify the photography styling techniques that attract the press
- Write their own newsletters
- The basics of Public Relations
- The differences between PR and advertising
- Format and Content
- Using PR in crisis management situations
- Tips for effective PR on a shoestring
- Incorporating PR into a marketing plan

Course Code: T1450

HOW TO KEEP A SET OF ACCOUNTS USING EXCEL

Date: 25th November &
26th November
Time: 9.45am – 4.45pm
Duration: 2 days
Cost: €60

The aim of this course is to enable the participant to keep proper records, prepare basic books of accounts and to monitor business performance.

Course Outline:

- Overview of basic books of accounts (revenue and business control requirements)
- Introduction to self assessment and business obligations
- Keeping proper records
- Trainees will prepare full set of daybooks and VAT returns for mock business
- Introduction and how book keeping fits into business objectives

Course Code: T1451

HEALTH & SAFETY FOR THE SMALL BUSINESS

Date: 3rd December &
4th December
Time: 9.45am – 4.45pm
Duration: 2 days
Cost: €60

The aim of this course is to enable managers and supervisors to carry out their activities within the work place, understanding the duties required of them under the various pieces of legislation.

Course Outline:

- The role of the Health and Safety Authority Legislation
- Duties of managers and supervisors
- Accident recording and reporting
- Consequences on non-compliance
- Hazard identification
- Preventative strategies
- Safety statements/risk assessments
- Role of safety representatives
- Good health and safety practices

APPLICATION FORM

Course: _____

Date(s): _____ Name: _____

Organisation: _____

Address: _____

Mobile: _____

Email: _____

Signed: _____

Sum Enclosed: _____

Any special needs/requirements? (Please state): _____

REVENUE CODE: LEO005

TERMS AND CONDITIONS

BOOKING

- Places can be reserved only on receipt of payment in full.
- Receipt of application information implies understanding and acceptance of the terms and conditions.
- You will be notified prior to the commencement of the course if your application has been accepted
- Those in receipt of unemployment benefit may qualify for reduced fees.

PAYMENT

- Payments can be made online through our website www.localenterprise.ie/laois or by completing our application form and presenting it at the Cash Office, Laois County Council, County Hall, Portlaoise, Co. Laois, referencing your name and the appropriate course code

FAILURE TO ATTEND

- Substitutions are acceptable at anytime up to the day before training commences. The substitute will receive all course material on behalf of the original delegate.
- In circumstances where the original attendee fails to attend and no substitute is appointed, seminar notes and material will be forwarded by post upon request, provided full payment has been received.

CHANGES IN DETAILS

- The company reserves the right to alter the programme, speaker or venue or to cancel the event at our discretion. In the event of cancellation, our liability shall be restricted only to refund of fees paid.
- In the event of the course being under subscribed the programme may be cancelled or postponed.
- Local Enterprise Office, Portlaoise Enterprise Centre, Clonminam Business Park, Portlaoise, Co.Laois.
T: 057 866 1800 | F: 057 866 6989 | E: localenterprise@laoiscoco.ie | www.localenterprise.ie/laois
- Occasionally we may contact you with details of upcoming events/further training. Please tick your preferred method(s) of communication:
☐ E-mail ☐ Text ☐ Mail ☐ Please do not contact me

The Local Enterprise Office is subject to freedom of information Acts 1997 & 2003. Under normal circumstances information supplied on application forms is likely to be considered as commercially sensitive information & would not be disclosed to third parties. The Local Enterprise Office will in all cases where a request under the Freedom of Information Acts is made, consult with all applicants before making a decision on disclosure of such information.



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
W: www.localenterprise.ie/laois