



Oifig Fiontair Áitiúil
Local Enterprise Office

TRAINING PROGRAMME

Spring - Summer 2015



Oifig Fiontair Áitiúil Laois

Local Enterprise Office Laois



Course Code T1501

START YOUR OWN BUSINESS COURSE

Dates: Tuesday 10th February – Tuesday 14th April
Time: 7.00pm – 10.00pm
Duration: 10 Evenings
Cost: €100

The aim of this course is to enable participants to assess their existing skills and knowledge required to start and run a successful business.

Course Outline:

- Self – Assessment, Planning and Skills Identification
- Preparing a Business Plan
- Marketing for the Small Business
- Researching the Market
- Sources of Finance, Costing, Pricing, Cashflow
- Sales, Marketing, Presentation skills and Networking
- The Irish Business Framework – Legal, Banking, Taxation.
- ICT and the Small Business
- Business Plan Review, Business Development, Work Life Balance, Time Management.

COURSE CODE T1502

SAGE COMPUTERISED ACCOUNTS

Dates: Tuesday 3rd February – Tuesday 7th April
Time: 9.45am – 1.00pm
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 T1503

CREATIVE MARKETING ON A SHOESTRING BUDGET

Dates: Thursday 12th February
Duration: 1 day
Time: 9.45am – 4.45pm
Cost: €40

This programme aims to give small business owners the confidence to approach marketing their own business for next to nothing cost-wise. The session focuses on how small businesses can grow brand awareness through practical hardworking tips.

Course Outline:

- Identify profitable segments to sell to
- Defining & Profiling your target audience
- Positioning – saying the right thing to the right customer
- Developing your key sales messages that help you stand out from competitors
- Promoting your business for free
- Branding
- Email marketing
- Social Media Marketing (Linked In / Twitter / Facebook)
- Blogs and Landing Pages
- Radio Advertising
- Trade Marketing Shows
- Highlights of a Marketing Plan

Course Code T1504

DIGITAL MARKETING AND WEBSITE DESIGN

Dates: Wednesday 18th February
– Wednesday 18th March
Duration: 5 days
Time: 9.45am – 4.45pm
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 optimisation
- The Internet and the law
- Networking and ICT as a tool in supporting the local economy

Course Code T1505

MAXIMISING THE POTENTIAL OF FACEBOOK FOR BUSINESS

Dates: Tuesday 24th February

Duration: 1 day

Time: 9.45am – 4.45pm

Cost: €40

The course is aimed at those who wish to learn how to use Facebook Marketing effectively to increase sales.

Course Outline:

- Pages and Profiles: there is a difference
- How to set up a business page
- How to promote your page
- Landing pages and plug-ins
- How to advertise on Facebook
- Understanding Facebook – ‘Edge Rank Algorithm’
- Facebook marketing best practises

Course Code T1506

BASIC BOOK KEEPING AND TAXATION

Date: Wednesday 25th February

Duration: 1 day

Time: 9.45am – 4.45pm

Cost: €40

The aim of this course is to provide participants with the knowledge to set up a simple working bookkeeping system to maintain proper records and to be aware of the different business taxes.

Course Outline:

- Daybooks – use the daybooks to record the normal transactions of a business on a day-to-day basis.
- Bank Reconciliation
- Accounting for VAT
- Accounting for PAYE / PRSI
- Overview of Income Tax / Payroll Taxes
- Corporation Tax

Course Code T1507

OCCUPATIONAL FIRST AID – FETAC Level 5

Dates: Thurs 26th, Friday 27th
February and Monday
2nd March

Duration: 3 days

Time: 9.45am – 4.45pm

Cost: €100

The aim of this course is to provide participants with the knowledge and skills that enable them to become an occupational first aider and be completely familiar with health and safety legislation on first aid provision in the workplace.

Course Outline:

- First Aid in the workplace
- Patient assessment
- Respiration, asphyxia and introduction to CPR
- Cardiac first response
- Wounds and bleeding
- Altered levels of consciousness
- Musculoskeletal injuries
- Burns and scalds, chemicals, poison, electric

Course Code T1508

START YOUR OWN BUSINESS COURSE (PORTARLINGTON)

Dates: Wednesday 4th March –
Wednesday 6th May

Duration: 10 mornings

Time: 9.30am – 1.00pm

Cost: €100

The aim of this course is to enable participants to assess their existing skills and knowledge required to start and run a successful business.

Course Outline:

- Self – Assessment, Planning and Skills Identification
- Preparing a Business Plan
- Marketing for the Small Business
- Researching the Market
- Sources of Finance, Costing, Pricing, Cashflow
- Sales, Marketing, Presentation skills and Networking
- The Irish Business Framework – Legal, Banking, Taxation.
- ICT and the Small Business
- Business Plan Review, Business Development, Work Life Balance, Time Management.



Course Code T1509

TAX, CASHFLOW, PRICING AND DEBT COLLECTION

Dates: Thursday 19th March –
Thursday 16th April

Duration: 5 days

Time: 9.45am – 4.45pm

Cost: €100

This course will 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 T1510

RETAIL DEVELOPMENT PROGRAMME

Dates: Tuesday 24th March –
Tuesday 21st April

Duration: 5 days

Time: 9.45am – 4.45pm

Cost: €100

The aim of this programme is to give retailers new tools which will help them grow their sales and improve overall performance. This course will include one-to-one mentoring session.

Course Outline:

- Developing Aggressive Sales Growth Strategies
- Strategic Retail Management
- Buying and Negotiation
- Loyalty and Customer Service
- Merchandising & Display Best Practice

Course Code T1511

BUSINESS BLOGGING

Dates: Thursday 26th March /
Friday 27th March

Duration: 2 half days

Time: 9.45am – 1.00pm

Cost: €40

Learn how to set up a blog page and create a blogging strategy that will enhance your business profile amongst your online peers, customers and prospective customers. This course will provide a detailed and practical examination of exactly what factors need to be considered when setting up and writing a blog.

Course Outline:

- Understand Business Blogging best practice
- Help you to define Businesses Blogging goals
- Creating a Blogging Strategy
- Develop Blog Content
- Writing Blog Posts
- Demonstrate how to create engaging content that is relevant to a specific audience

Course Code T1512

HOW TO KEEP A SET OF ACCOUNTS USING EXCEL

Dates: Monday 27th
Tuesday 28th and
Wednesday 29th April

Duration: 3 Days

Time: 9.45am – 4.45pm

Cost: €80

Prepare basic books of accounts for revenue obligations and to monitor business performance.

***Basic knowledge of Excel is essential.**

Course Outline:

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

Course Code T1513

BRANDING AND PACKAGING YOUR BUSINESS

Date: Tuesday 14th April
Duration: 1 Day
Time: 9.45am – 4.45pm
Cost: €40

Participants will gain a good understanding of the different elements of the marketing mix and how the use of better packaging and branding will drive profitable sales. You will find out what the marketing mix is, and why it is important. Marketing tools of product, price, place and promotion are also explained.

Course Content:

The course introduces and covers key ideas, including:

- The Role of Market Research
- The Role of the Marketing Mix
- Product Price Place Promotion
- Career and work-focused learning
- Specially designed learning activities help you put into practice the new habits and skills you have gained. They reinforce your learning and create a memorable course-style.

Course Code T1514

DEVELOPING BUSINESS MANAGEMENT SKILLS FOR WOMEN

Date: Thursday 16th April –
Thursday 21st May
Duration: 6 mornings
Time: 9.45am – 1.00pm
Cost: €60

The overall aim of this training programme is to motivate, revitalise, inspire, educate and support. This programme will support the development of vibrant women in enterprise or women who are considering going into enterprise, to support the social and economic inclusion of women and to maximise the potential contribution of female driven business creation and growth.

Course outline:

- Self – Awareness for Business – Conditioning and Behaviours
- Managing Stress and Anger
- Regenerating Time / Time Management
- Innovation and Creative Time
- Goal Setting and Promotion
- The Business Skill Set-Going Forward

Course Code T1515

ONLINE MARKETING AND SOCIAL MEDIA

Date: Wednesday 8th April –
Wednesday 6th May

Duration: 5 evenings

Time: 7.00pm – 10.00pm

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 they can 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 T1516

HACCP / FOOD SAFETY – FOOD HYGIENE

Date: Thursday 9th April

Duration: 1 day

Time: 9.45am – 4.45pm (plus
one exam session if
certification is required)

Cost: €40

Accredited by the EHOA (Environmental Health Officers Association)

All participants will learn legal requirements that all Food Handlers undertake Food Safety Training. This new course takes into account all of the recent changes and requirements in Food Safety legislation and standards. The new course updates all existing materials and focuses on the requirements under the E.C. Regulation No. 852/2004 (Hygiene of Foodstuffs).

Course Content:

- Introduction to Food Safety
- Food Contamination
- Food Delivery and Storage
- Food Preparation, Cooking and Service
- Personal Hygiene
- Layout and Design of a Food Premises & Pest Control Procedures
- Cleaning
- An Introduction to Food Safety Management System HACCP



Course Code: T1517

FOOD ACADEMY PROGRAMME

Date: To be confirmed

Duration: TBC

Time: TBC

Please contact our office for more details

Bord Bia in association with Local Enterprise Offices and Musgrave Retail have developed a programme for start up businesses. The aim of the programme is to provide participants with the tools required to start up successful food businesses. This intensive course will include a number of workshops and mentoring sessions.

Course Outline:

- Marketing Background and understanding the Consumer
- Finance & Pricing
- Food Production and Legislation
- Managing Human Resources
- Food Safety and Labelling
- Packaging & New Product Development
- Sales and Promoting with Confidence
- Buyer Meetings
- Marketing
- Branding & Pack Design
- Public Relations

Course Code: T1518

GET READY FOR EIRCODE

Date: Thursday 16th April

Time: 9.45am – 1.00pm

Duration: Half Day

Cost: €25

The objective of this programme is to make participants aware of the arrival of postal codes in Ireland and how to prepare their business to maximise the benefits of Eircode to their business.

Course Content:

- Background to Eircode
- How the code works
- How the code is generated
- What needs to be considered for your business
- How to access Eircode and use it for promotions and post
- Eircode and your database

Course Code: T1519

IMPROVE YOUR SALES NEGOTIATING SKILLS

Date: Wednesday 22nd April

Duration: 1 day

Time: 9.45am – 4.45pm

Cost: €40

Become better equipped to compete and survive in today's competitive market place by learning the art of selling and improving your negotiation skills in order to drive sales.

Course Outline:

- The facilitative role and responsibilities of the sales person in helping people to buy
- The sales process with primary focus on needs analysis, presenting and closing
- Beliefs and added value products and services from a sales and customers perspective
- Rapport building and developing effective customer relationships
- Effective questioning and active listening skills
- Handling objections and dealing with rejection
- Sales Activity Management
- Customer Service

Course Code: T1520

HEALTH & SAFETY FOR THE SMALL BUSINESS / WRITE YOUR OWN SAFETY STATEMENT

(includes one-to-one mentoring sessions)

Date: Tuesday 5th / Wednesday 6th May

Duration: 2 days

Time: 9.45am – 4.45pm

Cost: €60

This course enables managers and supervisors to carry out their activities within the workplace, understanding the duties required of them under the various pieces of legislation. The course will also include one-to-one mentoring.

Course Content:

- The role of the Health and Safety Authority Legislation
- Duties of Managers, Supervisors and Employees
- 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

Your one-stop shop for all your business needs:
FINANCE | ADVICE | SUPPORT | TRAINING

- We provide direct financial supports to micro business. Micro enterprises are businesses with 10 or less employees. Eligibility criteria apply.
- We advise on a range of alternative funding options available.
- We offer business information, advisory services and enterprise support.
- We deliver high-quality training to meet the needs of your business including: Start your own Business, Managing your Business e.g. Sales, Marketing, Financial Management, Strategy and Business Planning.
- We mentor you and your business with experienced experts.
- We guide you to the services most relevant to support the growth and development of your business.
- We give you advice on local authority regulations, planning, accessibility, environment, procurement and other issues affecting your business.
- We connect you with appropriate State resources for your business, including relevant agencies:
 - Department of Social Protection Enterprise Supports
 - Microfinance Ireland: Business Loans
 - Revenue: Seed Capital Schemes
 - Education and Training Boards
 - Skillnets' Training: Networks and Courses
 - Credit Review Office: when your bank has refused credit
- We create progression pathways for high-potential companies to Enterprise Ireland
- We advise on local property solutions for start-ups and business expansions
- We organize key enterprise events
- We facilitate effective business networking
- We promote entrepreneurship education in the local community

**View our website www.localenterprise.ie/laois for information
about our supports and services.**

Application Form

Course: _____

Date(s): _____ Name: _____

Organisation: _____

Address: _____

Mobile: _____

Email: _____

Signed: _____

Sum Enclosed: _____

Any special needs/requirements? (Please state):

Payment

Payments should be made online through our website www.localenterprise.ie/laois or by contacting our office on **057 86 61800**. Cheques should be made payable to Laois County Council.

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.

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

- Local Enterprise Office Laois reserves the right 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.



Does your Business need One-to-One Mentoring?

Why not avail of a Free Consultation at one of our Monthly Mentoring Clinics in areas such as

- **Finance**
- **Marketing**
- **Social Media**

And More!

Or avail of extra mentoring sessions at a cost of only €40 per session or €100 for 3 sessions.

If you would like to make an appointment for our next clinic, please contact our office on 057 86 61800.



Oifig Fiontair Áitiúil

Local Enterprise Office

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