



Oifig Fiontar Áitiúil

Local Enterprise Office

TRAINING PROGRAMME

Spring 2017



Oifig Fiontar Áitiúil Laois

Local Enterprise Office Laois

WELCOME NOTE

Welcome to our Spring 2017 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 Spring 2017 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...



The quality of the training classes I've attended through Laois LEO has been outstanding. The instructors are true professionals in their field and the breadth of offerings is impressive. Every time I check the upcoming classes I always find one or two that are applicable to my immediate business needs. It is clear that a great deal of thought has been put into understanding what a small business needs to know. I highly recommend Laois LEO training for any business professional.

Lucinda Layton, Rose & Alice Handcrafted Soap



The Social Media Bootcamp through the Local Enterprise Office was truly enlightening. It provided my business with a step by step guide on how to use social media to grow customer awareness of our brand and identity. If you're new to or have been using social media, you'll learn how to take your social media skills to the next level on this course. I would recommend this class to everyone, from small organizations to large. It is tremendous value for money and everyone will benefit from attending.

David Peavoy, Peavoy Financial



I highly recommend the Start Your Own Business Course with the Local Enterprise Office. I completed the course in 2016 and it gave me an invaluable incite into beginning my organic childrens clothing line, AA McEvoy. The course covers many aspects including what is needed in a business plan. The course gave me the focus, confidence and knowledge to apply for 'Ireland's Best Young Entrepreneur' Competition.

Alison McEvoy, AA McEvoy

SCHEDULE OF COURSES 2017

05

T1701 Start your own Business
T1702 Social Media Bootcamp

06

T1703 SAGE Computerised Accounts
T1704 Costing and Pricing your Product or Service

07

T1705 HACCP in Simple Steps for SMEs
T1706 Essential Marketing and Sales for New Businesses

08

T1707 Basic Book keeping
T1708 Your Business in the Cloud

09

T1709 Taking the Leap – What to consider before starting a Business
T1710 Design and Build your own Website

10

T1711 Eight Free Google Tools a Business should be using
T1712 LEAN for Business

11

T1713 How to achieve a Work / Life Balance
T1714 Digital Marketing for SMEs

12

T1715 Re-energising your Retail Business
T1716 How to use Snapchat to boost your Business

T1701 START YOUR OWN BUSINESS

DATES: 7th February –
11th April

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
- 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

T1702 SOCIAL MEDIA BOOTCAMP

DATES: 8th February –
1st March

LOCATION: Local Enterprise Office

COST: €100

DURATION: 4 Days

TIME: 9.45am - 4.45pm

The Social Media Bootcamp runs over four sessions specifically tailored to the needs of small and medium sized businesses. The aim of this programme is to inform non-technical business people of the options available in modern social media platforms. The four day social media programme 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:

- Introduction to the Six Main Social Media Networks
- Image Sourcing: where to get images for your Blog or Social Media
- Image Editing
- Basic Video Editing
- Twitter Videos and Twitter Cards
- Facebook Advertising
- Social Media and SEO
- Blogging
- Latest Trends in Social Media

T1703 SAGE COMPUTERISED ACCOUNTS

DATES: 7th February
– 11th April

LOCATION: Local Enterprise Office

DURATION: 10 Mornings

COST: €100

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

T1704 COSTING AND PRICING YOUR PRODUCT OR SERVICE

DATES: 23rd February

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

This full day programme will inform participants in methods to develop and adapt a suitable costing and pricing model for their business.

Course Outline:

- General Pricing Philosophies
- Bottom-up pricing
- Planned Profit pricing
- Competitors pricing strategies
- Discounting
- Incentives other than price
- Price increases
- Effect of registering for VAT on price
- Breakeven analysis

T1705 HACCP IN SIMPLE STEPS FOR SMEs

DATES: 8th March

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

T1706

ESSENTIAL MARKETING AND SALES FOR NEW BUSINESSES

DATES: 8th March – 12th April

LOCATION: Local Enterprise Office

DURATION: 6 evenings

COST: €60

TIME: 7.00pm – 10.00pm

The purpose of this course is to enable participants to develop the skills required to successfully carry out relevant marketing and sales activities for their own business. All participants will acquire the skills needed to prepare and carry out their own marketing plan and sales strategy for their business.

Course Outline:

- Marketing the Product: What product or service should they be offering
- Price – what price or prices should they be selling at
- Marketing – Place and Promotion
- Digital Marketing – Website / Facebook / Twitter / YouTube / LinkedIn
- Preparing an Integrated Marketing Plan

T1707 BASIC BOOK KEEPING

DATES: 9th March

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

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

T1708 YOUR BUSINESS IN THE CLOUD

DATES: 23rd March

DURATION: 1 Half Day

TIME: 9.45am – 1.00pm

LOCATION: Local Enterprise Office

COST: €25

The aim of this course is to create an interest in the cloud as a tool with real business value as well as provide a forum for people to discuss openly their apprehensions and questions about the cloud. The course will give an initial introduction to the Cloud Office and an overview of the main enterprise apps available to businesses.

Course Outline:

- Introduction to the leading cloud platforms for SME's
- Cloud platforms: Google versus Microsoft
- Case studies of business leveraging the cloud
- Business Apps that run in the cloud
- Building a cloud roadmap for your business

T1709 TAKING THE LEAP

DATES: 28th March

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

This programme is designed to provide participants with an overview of what is involved in starting a business and provide information to support conversion to self-employment. On completion the participants will have acquired understanding of the fundamentals of business planning and product assessment.

Course Outline:

- Entrepreneur Skills & Mindset
- Business Plan and Business Models
- Revenue & Business Registration
- Financial Analysis, Projections and Cash flow
- Product Analysis
- Marketing and Sales
- Supports and Funding

T1710 DESIGN AND BUILD YOUR OWN WEBSITE

DATES: 29th March
– 12th April

DURATION: 3 Days

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €80

This programme will upskill participants to a point that they can develop their own business website. The programme will 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:

- Setting up a website
- Creating Pages
- Editing Content on your website
- Embedding a You Tube Video
- Image Editing
- Managing and keeping the website updated
- Social Media Integration

T1711

EIGHT FREE GOOGLE TOOLS A BUSINESS SHOULD BE USING

DATES: 6th April**LOCATION:** Local Enterprise Office**DURATION:** 1 Day**COST:** €40**TIME:** 9.45am - 4.45pm

This programme is designed to help participants to maximize their website by using essential free Google tools so that participants can evaluate the most useful and relevant to their businesses.

Course Outline:

- Google Analytics
- Google Adwords Keywords Planner
- Google Webmasters
- Google Trends
- Google Alerts
- Google My Business and Google +
- Google PageSpeed Insights
- Google Mobile Friendly Test

T1712

LEAN FOR BUSINESS

DATES: 26th April & 3rd May**LOCATION:** Local Enterprise Office**DURATION:** 2 Days**COST:** €60**TIME:** 9.45am - 4.45pm

This two day training programme provides an understanding of the fundamental concepts and principles which underpin Lean Thinking. It will introduce the concept and benefits of continuous improvement which lies at the core of Lean transformation. Lean projects are derived from problems arising within the business. This programme includes a suite of problem solving tools which can be employed to increase profitability, lower costs and improve customer satisfaction.

Course Outline:

- Introduction, overview and benefits of Lean Principles
- Learn the Principles of Lean
- Identifying Lean tools and techniques
- Lean problem solving

T1713

HOW TO ACHIEVE A BETTER WORK-LIFE BALANCE

DATES: 9th May**LOCATION:** Local Enterprise Office**DURATION:** 1 Day**COST:** €40**TIME:** 9.45am – 4.45pm

Running a business can be stressful because it's often hard to take time off or relax. But your business will run more smoothly if you manage to get a good work-life balance. This programme will enable participants to plan, organize and control all aspects of work and life.

Course Outline:

- Setting goals
- Making decisions
- Managing time effectively
- Prioritising tasks
- Delegation skills
- Dealing with stress
- The communication process
- Self motivation techniques

T1714

DIGITAL MARKETING FOR THE SMALL BUSINESS

DATES: 10th May – 31st May**LOCATION:** Local Enterprise Office**DURATION:** 4 Days**COST:** €80**TIME:** 9.45am - 4.45pm

This programme is designed to give participants a comprehensive overview of digital marketing. Understanding how to market your business online is becoming essential for every business owner.

Course Outline:

- Social Media
- The Importance of Branding
- Basic Video Editing (using Free Tools)
- Uploading videos
- Paid on-line Advertising
- Blogging

T1715

RE-ENERGISING YOUR RETAIL BUSINESS

DATES: 16th May

DURATION: 1 workshop + site visits

TIME: TBA

LOCATION: Local Enterprise Office
+ onsite

COST: €80

This retail support programme is designed to give consumer facing businesses expert advice and new ideas which will facilitate sales growth within their business and is designed to allow participating businesses receive the majority of the support and advice in their own business premises.

Course Outline:

- Seminar / Workshop – Focus on global trends within the retail and consumer facing business sector
- Site assessment / Training – An Instore Audit will be conducted together with the store owner/manager and will review the business in response to their own individual business needs
- Action report – Each store owner / manager will be provided with a detailed action list of how to improve the overall store performance and to increase sales growth

T1716

HOW TO USE SNAPCHAT TO BOOST YOUR BUSINESS

DATES: 6th June

DURATION: 1 Half Day

TIME: 9.45am – 1.00pm

LOCATION: Local Enterprise Office

COST: €25

This programme provides detailed knowledge about how businesses can use Snapchat as part of a successful marketing strategy. 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 to 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 your audience coming back for more
- How to measure your success

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.



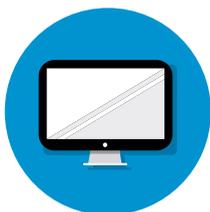
TRAINING

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.





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

