



Oifig  
Fiontair  
Áitiúil

Local  
Enterprise  
Office



**Limerick**  
CITY & COUNTY  
COUNCIL



# TRAINING & DEVELOPMENT PROGRAMME

Autumn/Winter 2016

Let's talk business...

# Foreword

Economic Development in Limerick is being driven by a post recession boom in job creation spearheaded by the Limerick City and County Council, in conjunction with the IDA and Enterprise Ireland, and in the small business sector by the Local Enterprise Office [LEO], Limerick.



Limerick 2030 – An Economic and Spatial Plan for Limerick launched in 2013 is on target to deliver over 5,000 new jobs in Limerick and is positioning Limerick to capture a greater share of knowledge based investment, supporting innovation, enterprise and start-ups while capitalising on its existing strengths.

Taoiseach Enda Kenny said at the launch of the National Policy Statement on Entrepreneurship in Ireland that “home-grown business ideas that display innovation and creativity will enable us to grow jobs, challenge for market share and demonstrate our capability to adapt in an ever more challenging global economic climate. We have to depend on our entrepreneurs to provide innovative products, processes and knowledge based solutions that will enable us to preserve our hard earned progress, build our international reputation, improve our living standards and our employment creation”.

In Limerick in 2015 the Local Enterprise Office through an investment of €808,000 grant aid assisted in the creation of 360 new jobs in the small business sector resulting, due to inevitable job churn in the sector, in an increase of 210 net jobs in businesses supported by LEO bringing the total number of jobs supported by LEO over the past number of years to 1,300.

The development of Owner Managers of small businesses is seen as vital to the continued growth of the small business sector. In 2015 LEO Limerick ran over 90 training and development programmes. This level of activity has continued in 2016 and in the Autumn/Winter Programme there is something for every small business to assist them in their development and growth. The emphasis in this programme is on marketing, social media, exporting and business growth.

The supports for small business in Limerick are in place through the Local Enterprise Office and there has never been a better time to get into business in Limerick.

I would urge anyone considering starting a business venture or growing an existing small and micro business to visit [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick) where they can learn more about the wide range of opportunities and supports being offered by LEO Limerick.

**Conn Murray**  
Chief Executive

**Eamon Ryan**  
Head of Enterprise



## PROGRAMME LAUNCH



Strand Hotel 7<sup>th</sup> September 11am - 1pm



# “WHAT’S NEXT TO ARRIVE IN DIGITAL?”



Damien Mulley asks what’s coming down the road for digital in the next 2, 5 and 10 years.



Facebook Messenger can already answer basic customer queries without a person typing in replies and that’s today. From phones being just thin pieces of glass with built in personal assistants smarter than a Star Trek computer to watches with holographic displays that will make glass phones obsolete to Facebook launching satellites into space, a lot is going to change for businesses. What happens when software can replace all your admin staff?



**Will we even need to work?**



Cover Photo Credit: Alan Place Photography

# TRAINING & DEVELOPMENT PROGRAMME

Autumn/Winter 2016

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# Starting and Running Your Business



Full programme, bookings and payment at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)  
For further details contact Local Enterprise Office Limerick on 061 407499

## SEPTEMBER

**Want to Increase Revenue? Get Access to New Markets?** Apply for a Trading Online Voucher

**Date** Thursday 1<sup>st</sup> September **Venue** South Court Hotel, Raheen, Limerick **Time** 9am - 12.30pm

FREE Information Seminar on the Voucher Scheme

### Course Title

#### Start Your Own Business Course

**Date** 12<sup>th</sup>, 19<sup>th</sup> & 26<sup>th</sup> September  
3<sup>rd</sup>, 10<sup>th</sup> & 17<sup>th</sup> October

**Venue** Kilmurry Lodge Hotel

**Time** 6.00pm – 9.00pm

### Trainer

Business IQ Training

### Description

Participants will learn about: Sample business plans, Marketing, Costing, Sales, Communications and Financial Management.

### Cost

€80. Reduced rate of €40 for Social Welfare Recipients

### Course Title

#### Start Your Own Business course for entrepreneurs aged 55+

**Date** Commencing Tuesday 27<sup>th</sup> September for 8 weeks

**Venue** Kilmurry Lodge Hotel

**Time** 6.00pm – 9.00pm

**Trainer** ISAX – Ireland Smart Ageing Exchange

### Description

Looking to put your lifetime experience, talents and wisdom to good use by starting your own business? What is Ingenuity? Ingenuity is a Start Your Own Business Programme for entrepreneurs aged 55+, led by Ireland Smart Ageing Exchange (ISAX) and sponsored by Bank of Ireland and the Local Enterprise Office.

### Cost

€250

## FOOD BUSINESS

#### Kick Start Your Own Food Business

**Date** 8<sup>th</sup> & 15<sup>th</sup> November

**Venue** Castletroy Park Hotel

**Time** 9.30am - 4.30pm

### Trainer

James Burke & Assoc.

### Description

Provide participants with a base knowledge of what is involved in setting up a food business.

### Cost

€100

## OCTOBER

### Course Title

#### Introduction to Tendering for Micro Business

**Date** Thursday 6<sup>th</sup> October

**Venue** Limerick City & County Council Offices, Dooradoyle (Next to Crescent S.C)

**Time** 9.30am - 1.00pm

### Trainer

Intertrade Ireland

### Description

A practical workshop, aimed specifically at small business owners that have never completed a tender before.

### Cost

€20

### Course Title

#### Start Your Own Business

**Date** 7<sup>th</sup> 14<sup>th</sup> & 21<sup>st</sup> November

**Venue** Woodlands House Hotel Adare

**Time** 9.30am - 4.30pm

### Trainer

Padraig Considine PAS

### Description

3 Day Intensive Start Your Own Business Course for those thinking about or who have just started their own business.

### Cost

€80. Reduced rate of €40 for Social Welfare Recipients

### Course Title

#### Go to Tender Programme in conjunction with Intertrade Ireland

**Date** Thursday 10<sup>th</sup> & 24<sup>th</sup> November

**Venue** Limerick City & County Council Offices, Dooradoyle (Next to Crescent S.C)

**Time** 9.30am - 4.30pm

### Trainer

Intertrade Ireland

### Description

How to prepare a successful tender, one to one mentoring, use of online resources, networking with other participants, joint venture & partner sourcing opportunities.

### Cost

€100

### Book

Directly with InterTrade Ireland

# eBusiness/Digital Marketing Programme



Full programme, bookings and payment at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)  
For further details contact Local Enterprise Office Limerick on 061 407499

## SEPTEMBER

### Course Title

What's next to arrive in digital?

**Date** 7<sup>th</sup> September  
**Venue** Strand Hotel  
**Time** 11.00am – 1.00pm  
**Trainer** Damien Mulley



### Course Title

Social Media for Business - Intermediate Level

**Date** 20<sup>th</sup> Sept, 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> October  
5 Tuesdays  
**Venue** Absolute Hotel  
**Time** 9.30am - 12.30pm  
**Trainer** Damien Mulley

**Description** Overview & Search Optimisation, Content Creation for Web & Social Media, Facebook for Business, Twitter for Business, Creating a Digital Marketing Plan. Includes a one to one mentor clinic.

**Cost** €80\*

## NOVEMBER

### Course Title

Mobile Marketing for Business

**Date** 1<sup>st</sup> November  
**Venue** Absolute Hotel  
**Time** 9.30am - 1.30pm  
**Trainer** Damien Mulley  
**Description** Covering App Creation  
**Cost** €30\*



### Course Title

Linkedin for Business

**Date** 15<sup>th</sup> November  
**Venue** Absolute Hotel  
**Time** 9.30am - 1.30pm  
**Trainer** Damien Mulley  
**Description** How to use LinkedIn to boost your business  
**Cost** €30\*



GLOBAL SAUCES: Winner Best Start Up Award at National Enterprise Awards 2016

### Course Title

Online Advertising for Business

**Date** 22<sup>nd</sup> November  
**Venue** Absolute Hotel  
**Time** 9.30am - 1.30pm  
**Trainer** Damien Mulley

**Description** Google Ads, Facebook, Twitter & Instagram  
**Cost** €30\*

\* Please bring your own laptop: tablets will not be suitable for exercises.

# Business & Management Development

THESE PROGRAMMES ARE FOR ESTABLISHED BUSINESSES WHO WISH TO DEVELOP THEIR BUSINESS AND MANAGEMENT SKILLS TO HELP GROW THEIR BUSINESS.



Full programme, bookings and payment at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)  
For further details contact Local Enterprise Office Limerick on 061 407499

## SEPTEMBER

### Course Title

#### Advanced Management & Leadership Programme\*

**Date** Mondays, September 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup> October 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>

**Venue** Radisson Blu Hotel Limerick

**Time** 6.00pm – 9.00pm

**Trainer** Theresa Mulvihill, Fergal O'Connor, Susan Hayes Culleton & Maria Kelly

**Description** This Programme is suitable for small business owners/managers who are in business at least 3 years and are looking at strategies to grow the business as well as better management skills.

**Cost** €250

**Book** [www.localenterprise.ie/clare](http://www.localenterprise.ie/clare) on 065 6821616

\*Must be at least 3 years in business

### Course Title

#### Resilience in the Workplace

**Date** 14<sup>th</sup> September

**Venue** Dunraven Arms Hotel Adare

**Time** 9.30am - 4.30pm

**Trainer** Tracy Aspel – The Creative Institute

**Description** Resilience as a business owner requires a skill set enabling you to recover and learn from business challenges. It encompasses flexibility, positivity and creativity. Where you have employees, it also involves fostering these skills in your team and helps create a happy and more rewarding workplace for all.

**Cost** €50

### Course Title

#### Childcare Management Development Programme

**Description** This programme is targeted at the owner/managers of childcare facilities in Limerick City & County and covers topics such as: Owner Manager Development, Marketing & Promotion, Financial Management & Human Resource Management.

Date to be confirmed, for further information see [www.limerickchildcare.ie](http://www.limerickchildcare.ie)



## OCTOBER

### Course Title

#### Why People Fail to Sell

**Date** 13<sup>th</sup> October

**Venue** Savoy Hotel Limerick

**Trainer** Conor Kenny

**Time** 9.30am - 4.30pm

**Description** Learn about the critical factors and competencies required in selling and how to improve performance in these areas.

**Cost** €50

### Course Title

#### Cost savings for your business through efficient use of materials, energy and water.



**Date** 26<sup>th</sup> October

**Venue** Woodlands House Hotel Adare

**Time** 10.00am - 1.00pm

**Description** Guest speakers include: Phil Walker, EcoMerit, SMILE Resource Exchange, Margaret Murphy, Southern Region Waste Management Office, Pat Stephens, Limerick Clare Energy Agency.

[Case Study 1](#)

[Scully Air Conditioning](#) (EcoMerit Certification)

[Case Study 2](#)

[Woodlands House Hotel](#) - 'The Green Team'

## NOVEMBER

### Course Title

#### How to Market Your Business

**Date** 17<sup>th</sup> November

**Venue** Savoy Hotel Limerick

**Trainer** Conor Kenny

**Time** 9.30am - 4.30pm

**Description** This is a highly interactive workshop and aims to assist businesses to devise a marketing strategy to grow their business in challenging times.

**Cost** €50

# NEW! Women in Business Cluster Networking Events



Full programme, bookings and payment at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)  
For further details contact Local Enterprise Office Limerick on 061 407499

## SEPTEMBER

### Building a Winning Team

**Date** 21<sup>st</sup> September  
**Venue** Castleroy Park Hotel  
**Time** 6.00pm – 8.00pm  
**Speaker** Caroline McEnery

**Description** Caroline had worked across various areas of HR for over 20 years in Kerry Group Plc and in the retail & hospitality sector where she was the Operations & HR Director of the Garvey Group prior to setting up the HR Suite in 2009.

**Cost** €40 (to become a member)

## OCTOBER

### National Women's Enterprise Day Theme: The Road to Success

**Date** 19<sup>th</sup> October  
**Venue** Rivercourt Hotel Kilkenny  
**Time** 9.00am

**Description** Conference style event with guest speaker & panel discussion. The aim of this event is to develop a cross regional female entrepreneurship network on key themes with potential for cross collaboration between businesses.

Details to be confirmed. For further information see [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)

## NOVEMBER

### Two Heads are Better than One

**Date** 30<sup>th</sup> November  
**Venue** Woodlands House Hotel Adare  
**Time** 6.00pm – 9.00pm  
**Speaker** Tracy Aspel, The Creative Institute  
A seasoned comedy improviser, Tracy has been part of Choke Comedy Improvisation for 7 years.

**Description** Tracy has combined the skills she learned onstage with her business expertise to offer a programme guaranteed to get participants thinking differently about their business/organisation, and looking outside obvious solutions to the challenges they face

**Cost** €40 (to become a member)

See also Page 15 of brochure



Full programme, bookings and payment at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)



# Working Together - Supporting StartUps in Limerick City & County

Local Enterprise Office Limerick (LEO) and PAUL Partnership in association with the Department of Social Protection provide a number of joint funded training and development programmes to support small business StartUps in Limerick City and County.

Full details on [www.PaulPartnership.ie](http://www.PaulPartnership.ie)

Local Enterprise Office 

PAUL PARTNERSHIP LIMERICK  
  
 PAIRTÍOCHT PAUL LUTIMNEACH

An Roinn Coimisce Sóisialaí  
 Department of Social Protection  
[www.welfare.ie](http://www.welfare.ie)

Full programme and bookings at [www.PaulPartnership.ie](http://www.PaulPartnership.ie)

For further details contact Jane O'Mahony on 061 419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)

## SEPTEMBER

Networking Resource for your Business	Date Time	Friday 2 <sup>nd</sup> September 10.00am - 12 noon	Facilitator Venue	PAUL Partnership/Local Enterprise Office Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 6 <sup>th</sup> September 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership/Local Enterprise Office Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Planning Workshop	Date Time	Wednesday 7 <sup>th</sup> September 10.30am - 4.30pm	Facilitator Venue	PAUL Partnership Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 13 <sup>th</sup> September 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Costing & Pricing	Date Time	Tuesday 13 <sup>th</sup> September 6.00pm - 9.00pm	Facilitator Venue	Padraig Considine, Professional Accounting Solutions Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 20 <sup>th</sup> September 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Bookkeeping Basics for Small Business Start-ups	Date Time	Every Wed 21 <sup>st</sup> Sept - 19 <sup>th</sup> Oct 10.00am - 1.00pm	Facilitator Venue	o'donnell+co chartered accountants Maldron Hotel, Roxboro
Finding New Business Ideas	Date Time	Wednesday 21 <sup>st</sup> Sept 2.00pm - 5.00pm	Facilitator Venue	Padraig Cleary, May Day Management Consultants Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 27 <sup>th</sup> September 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Computerised Bookkeeping Basics using MS Excel	Date Time	Tuesday 27 <sup>th</sup> September 2.00pm - 5.00pm	Facilitator Venue	TalentPool St. Mary's Adult Education Centre, Island Road
Marketing Management Development Programme	Date Time	Every Thur 29 <sup>th</sup> Sept - 1 <sup>st</sup> Dec 6.00pm - 9.00pm	Facilitator Venue	Theresa Mulvihill, Smart Marketing Ltd. Maldron Hotel, Roxboro





Full programme and bookings at [www.PaulPartnership.ie](http://www.PaulPartnership.ie)  
For further details contact Jane O'Mahony on 061 419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)

## OCTOBER

BTWEA Information Seminar	Date Time	Tuesday 4 <sup>th</sup> October 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Planning Workshop	Date Time	Wednesday 5 <sup>th</sup> October 10.30am - 4.30pm	Facilitator Venue	PAUL Partnership Savoy Hotel, Henry Street
Business Communication Skills	Date Time	Wednesday 5 <sup>th</sup> October 2.00pm - 5.00pm	Facilitator Venue	Tracy Aspel, The Creative Institute Savoy Hotel, Henry Street
Marketing Workshop	Date Time	Thursday 6 <sup>th</sup> October 10.00am - 4.00pm	Facilitator Venue	Pearce Flannery, Pragmatica Business Solutions Maldron Hotel, Roxboro
Networking Resource for your Business	Date Time	Friday 7 <sup>th</sup> October 10.00am - 12 noon	Facilitator Venue	PAUL Partnership/Local Enterprise Office Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 11 <sup>th</sup> October 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
BTWEA Information Seminar	Date Time	Tuesday 18 <sup>th</sup> October 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Doing Market Research	Date Time	Tuesday 18 <sup>th</sup> October 2.30pm - 4.00pm	Facilitator Venue	Padraig Cleary, May Day Management Consultants Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Selling & Sales	Date Time	Wednesday 19 <sup>th</sup> October 10.00pm - 4.00pm	Facilitator Venue	Terry Harmer, NLC Training Maldron Hotel, Roxboro
BTWEA Information Seminar	Date Time	Tuesday 25 <sup>th</sup> October 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Presentation Skills	Date Time	Wednesday 26 <sup>th</sup> October 10.00am - 1.00pm	Facilitator Venue	Tracy Aspel, The Creative Institute Savoy Hotel, Henry Street

## NOVEMBER

BTWEA Information Seminar	Date Time	Tuesday 1 <sup>st</sup> November 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Planning Workshop	Date Time	Wednesday 2 <sup>nd</sup> November 10.30am - 4.30pm	Facilitator Venue	PAUL Partnership Savoy Hotel, Henry Street

Full programme and bookings at [www.PaulPartnership.ie](http://www.PaulPartnership.ie)

# Working Together - Supporting StartUps in Limerick City & County



Full programme and bookings at [www.PaulPartnership.ie](http://www.PaulPartnership.ie)

For further details contact Jane O'Mahony on 061 419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)

## NOVEMBER cont

Networking Resource for your Business	Date Time	Friday 4 <sup>th</sup> November 10.00am - 12 noon	Facilitator Venue	PAUL Partnership/Local Enterprise Office Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 8 <sup>th</sup> November 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership/Local Enterprise Office Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Bookkeeping Basics for Small Business Start-ups	Date Time	Every Tues 8 <sup>th</sup> Nov- 6 <sup>th</sup> Nov 6.00pm - 9.00pm	Facilitator Venue	Padraig Considine, Professional Accounting Solutions Maldron Hotel, Roxboro
Costing & Pricing	Date Time	Wednesday 9 <sup>th</sup> November 6.00pm - 9.00pm	Facilitator Venue	O'Donnell & Co. Chartered Accountants Savoy Hotel, Henry Street
Understanding Your Finances	Date Time	Tuesday 15 <sup>th</sup> November 10.00am - 1.00pm	Facilitator Venue	O'Donnell & Co. Chartered Accountants Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 15 <sup>th</sup> November 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
BTWEA Information Seminar	Date Time	Tuesday 22 <sup>nd</sup> November 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
BTWEA Information Seminar	Date Time	Tuesday 29 <sup>th</sup> November 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Communication Skills	Date Time	Wednesday 30 <sup>th</sup> November 10.00am - 1.00pm	Facilitator Venue	Tracy Aspel, The Creative Institute Savoy Hotel, Henry Street

## DECEMBER

Networking Resource for your Business	Date Time	Friday 2 <sup>nd</sup> December 10.00am - 12 noon	Facilitator Venue	PAUL Partnership/Local Enterprise Office Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 6 <sup>th</sup> December 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St
Business Planning Workshop	Date Time	Wednesday 7 <sup>th</sup> December 10.30pm - 4.30pm	Facilitator Venue	PAUL Partnership Savoy Hotel, Henry Street
BTWEA Information Seminar	Date Time	Tuesday 13 <sup>th</sup> December 2.30pm - 4.00pm	Facilitator Venue	PAUL Partnership Meeting Point - PAUL Partnership Reception, Unit 25a, Tait Business Centre, Dominic St

# Working Together - Supporting StartUps in Limerick City & County

Ballyhoura Development covers South and East Co. Limerick. They will run a series of one day enterprise themed workshops in association with Limerick Local Enterprise Office from September. Workshops will include – Getting the Most from your Marketing, Sales & Selling, Pricing for Profitability, Tax and Self Assessment, Improving your Business Presentation Skills, Social Media, Food Tourism and Craft Enterprise Development.

Local Enterprise Office



**Full programme and bookings:** [www.ballyhouradevelopment.com](http://www.ballyhouradevelopment.com) ■ **Email:** [info@ballyhoura.org](mailto:info@ballyhoura.org)  
**Tel:** 063-20555 ■ **Main Office:** Coote Hall, Kilmallock, Co. Limerick

## AUTUMN/WINTER Workshops

### Marketing & Branding Your Business

Defining target markets, promoting your product/service, getting the most from your brand

### Effective Sales and Selling for your Business

Stages in the sales process, presenting your product/service, telephone techniques, closing sales, selling online and offline

### Pricing for Profitability

Elements of pricing, what is cost? Costings for a manufacturing/service based enterprise, mark up and margins

### Tax and Self Assessment System

What is self assessment and who is liable?, preliminary tax, capital allowances, types of business expenses allowed, vat and how it applies to your business

### Making the Most of your Business Presentations

Creating the professional image, preparation for business interviews/presentations, role playing your business presentations

### Using Social Media Effectively in your Business

Choosing the best platforms for your business and knowing how to use them. Understand how to use digital marketing and social media to promote your business and brand. Be able to develop and implement a social media strategy for your business

### Food Tourism Opportunities

Food tourism in Ireland and what visitors want. Food experiences for domestic and international visitors to Ireland. Market segmentation key tips to target each segment, supports available from Fáilte Ireland

### Developing Your Craft Enterprise

Consumer requirements, marketing and selling your craft product. Showcasing your product, effective merchandising and supports available from Crafts Council of Ireland



# Working Together - Supporting StartUps in Limerick City & County

Local Enterprise Office (LEO) in association with West Limerick Resources provide a number of joint funded training and development programmes to support small business StartUps in West Limerick.



**Full programme, bookings and payment contact Brenda Heath: Email:** [bheath@wlr.ie](mailto:bheath@wlr.ie)  
**Tel:** 069 62222 [www.wlr.ie](http://www.wlr.ie) **Main Office:** St Mary's Road, Newcastle West, Co. Limerick



## OCTOBER

Customer Care for Small Business	Date Time	Thursday 6 <sup>th</sup> October 9.30am - 1.00pm	Facilitator Venue	The HR Suite Desmond Complex, NCW
Social Media Solutions (Beginners)	Date Time	Wednesday 5 <sup>th</sup> October 7.00pm - 10.00pm	Facilitator Venue	Blue Chief Solutions Red Door Business Incubation Centre, NCW
Social Media Solutions (Intermediate)	Date Time	Wednesday 12 <sup>th</sup> October 7.00pm - 10.00pm	Facilitator Venue	Blue Chief Solutions Red Door Business Incubation Centre, NCW
Social Media Solutions (Advanced)	Date Time	Wednesday 19 <sup>th</sup> October 7.00pm - 10.00pm	Facilitator Venue	Blue Chief Solutions Red Door Business Incubation Centre, NCW

## NOVEMBER

Start Your Own Business Training Evening Programme	Date Time	Tues 8 <sup>th</sup> 15 <sup>th</sup> 22 <sup>nd</sup> 29 <sup>th</sup> Nov 7.00pm - 10.00pm	Facilitator Venue	Tom O'Leary - O'Leary & Associates Desmond Complex, NCW
Employment Law Update For Small Business Part 1	Date Time	Thursday 10 <sup>th</sup> November 7.00pm - 10.00pm	Facilitator Venue	The HR Suite Desmond Complex, NCW
Employment Law Update For Small Business Part 2	Date Time	Thursday 24 <sup>th</sup> November 7.00pm - 10.00pm	Facilitator Venue	The HR Suite Desmond Complex, NCW

Full programme, bookings and payment at [www.wlr.ie](http://www.wlr.ie)

Your Local Enterprise Office is looking for Ireland's best young entrepreneurs. If you are between 18 and 30 and either have a business idea or have started a business why not enter this competition for a chance to win part of the 2 million euro investment fund?

## IRELAND'S BEST YOUNG ENTREPRENEUR



### CATEGORIES

1

#### BEST BUSINESS IDEA

Pre Trading

2

#### BEST START-UP BUSINESS

Up to 24 months

3

#### BEST ESTABLISHED BUSINESS

Over 24 months

[www.ibye.ie](http://www.ibye.ie)

[www.localenterprise.ie](http://www.localenterprise.ie)



### WHAT IS IT?

Ireland's Best Young Entrepreneur is open to anybody between 18 and 30 with an idea/commercial venture for a start-up or existing business. It doesn't matter what you want to do or what educational background you have - all that matters is that you have a good business idea that works.

### WHERE DO I FIT IN?

This competition is open to all sectors, structured at county and regional levels, which culminate in a national final.

This national competition aims to find Ireland's best young entrepreneur. This initiative is an integral part of the Action Plan for Jobs 2016 roll out plan. It is organised by the network of Local Enterprise Offices across the country. Local Enterprise Offices are the First Stop Shop for anyone seeking information and support on starting or growing a business in Ireland.

### SO HOW DO I APPLY?

Applying is simple. There is a 2 million euro investment fund and targeted business supports on offer to help you turn your business idea into a reality. Each Local Enterprise Office has an investment fund of €50,000, with an overall national winners fund of €100,000.

### ENTER NOW

You can apply online at [www.ibye.ie](http://www.ibye.ie) or [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)

Closing date for applications is 14th October 2016



## YOU'RE BUILDING A BETTER COMMUNITY. WE'LL HELP YOU BUILD A BETTER BUSINESS.

### Microfinance Ireland can help your business with loans from €2,000 up-to €25,000

Further details can be found at [www.microfinanceireland.ie](http://www.microfinanceireland.ie), by phone at 01 2601007 or through the Local Enterprise Office, Limerick at [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)

#### CONTACT

info@microfinanceireland.ie



## Microfinance Ireland

Microfinance Ireland which is government funded, provides business loans to newly established and growing microenterprises (turnover less than €2m, staff less than 10) across all industry sectors who may be finding it difficult to access funding from other commercial financial providers.

Microfinance Ireland benefits from a guarantee funded by the European Union under the Programme for Employment and Social Innovation (EaSI).







# Start Your Own Business Programme for Entrepreneurs aged 55+

ISAX (Ireland Smart Ageing Exchange) is an independent network of industry academia and government agencies focused on fast-tracking the R&D and commercialisation of innovations for the global smart ageing economy.

### Attend an introductory seminar

We're holding a seminar to provide you with more detailed information on the programme and to let you know about the application process and selection criteria.

**Log onto [www.localenterpriseoffice.ie/limerick](http://www.localenterpriseoffice.ie/limerick) for details about this introductory seminar in September.**

**To find out more visit [www.localenterpriseoffice.ie/limerick](http://www.localenterpriseoffice.ie/limerick)**



Dublin City | Fingal | Limerick



# Other Initiatives/Events

## ONLINE TRADING VOUCHERS

The Vouchers support small Irish businesses to enhance their trading online presence. Valued at €2,500 they are administered through the Local Enterprise Office under the National Digital Strategy and funded by the Department of Communications, Energy and Natural Resources.



Further details email [ciara.fnlay@leo.limerick.ie](mailto:ciara.fnlay@leo.limerick.ie) or phone 061 407499

**Want to Increase Revenue? Get Access to New Markets? Apply for a Trading Online Voucher**

**Date** Thursday 1<sup>st</sup> September **Venue** South Court Hotel, Raheen, Limerick **Time** 9am - 12.30pm

**FREE Information Seminar on the Voucher Scheme**



Roinn Cumarsáide, Fuinnimh agus Acmhainní Nádirtha  
Department of Communications, Energy and Natural Resources



## Local Enterprise Office Limerick Women's Cluster Network

Local Enterprise Office Limerick are delighted to announce the launch of their Women In Business Cluster Business Network. This initiative has been created based on the direct feedback from women in business across the region.

The aim of the Cluster Network is to bring women spanning a range of business industries and sectors together to collaborate and network. It will provide women with a platform to discuss industry specific topics while also having an opportunity to network with women from other sectors.

The network currently has clusters from the following sectors; hospitality, food, health and well being, technology, professional services, international trading, retail, craft and design and early stage start up. All clusters will be chaired by an experienced business woman from that sector.

### THE BENEFITS

- Industry and sector experience and knowledge sharing
- Cross sector networking
- Expert speakers in related business topics
- Relationship building with like-minded women in similar circumstances

**Upcoming event dates** : September 21<sup>st</sup> & November 30<sup>th</sup>



Local Enterprise Office



### SECTORS & CHAIRWOMEN DETAILS

- Hospitality - Mary Fitzgerald
- Health & Wellbeing - Moira Geary
- Food - Maura Kearney
- Professional Services - Maria Kelly
- Retail - Kay Mulcaire
- Craft & Design - Hannah Arnup
- International Trading - Bernie Carroll
- Technology - Hannah Wrixon
- Early Start - LEO Representative
- Guest Table - Theresa Mulvihill

### BOOKING

€40 for members for all 3 events. Places are limited to 8 persons per table so complete your application form today. To book your place at the table, visit: [www.localenterprise.ie/Limerick](http://www.localenterprise.ie/Limerick)





# Financial Assistance



Oifig  
Fiontair  
Áitiúil

Local  
Enterprise  
Office



Limerick  
CITY & COUNTY  
COUNCIL

For further details on financial assistance please check [www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)

Qualifying businesses and companies may apply for assistance under the following headings:

- **PRIMING GRANT**  
[Businesses less than 18 months]  
Capital, Marketing, Rental, Utility, Business Consultancy & Business Specific Training
- **BUSINESS EXPANSION GRANT**  
[Businesses 18 months plus]  
Capital, Marketing, Rental, Utility, Business Consultancy & Business Specific Training
- **FEASIBILITY STUDY GRANTS**  
Feasibility Study/Business Plan grants up to 50% of the cost €20,000 Max
- **E-BUSINESS TECHNICAL ASSISTANCE**  
E-Business Grants of up to 50% of the cost or €1,000 whichever is the lesser
- **MARKETING TECHNICAL ASSISTANCE**  
Marketing Grant up to 50% of cost or €1,000 whichever is the lesser
- **MENTOR PROGRAMME**  
Provision of an expert mentor to provide one to one support in a specific area of business



Irish Government  
Member of the European Union  
Supported by the Irish Government  
and the European Union



European Union  
European Regional  
Development Fund

Local Enterprise Office, Limerick, 7/8 Patrick Street, Limerick  
061 407499 ■ [localenterprise@limerick.ie](mailto:localenterprise@limerick.ie)  
[www.localenterprise.ie/limerick](http://www.localenterprise.ie/limerick)