



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office

**Management Development
Programmes & Business
Training Workshops**

Oifig Fiontair Áitiúil Lú

Local Enterprise Office Louth

Autumn / Winter 2018

Foreword

Local Enterprise Office Louth is the First Stop Shop for anyone seeking information and support on starting or growing a business in the county. As part of Louth County Council, our role is to help you deliver on your business idea and drive your business forward. We provide advice, information, business training and, in certain cases, financial support to you in starting or growing your business.

Critical to a strong business is availing of training and management development programmes that meet the needs of SMEs. Our Autumn/Winter 2018 programme of events addresses this.

Part 1 summarises our management development programmes. With BREXIT imminent, there is an increasing need for businesses to focus on:

- Competitiveness – we offer the LEAN for Micro programme
- Innovation – the Co-Innovate programme is open to all SMEs in Co Louth. And our Innovate-Accelerate programme is targeted at micro-businesses (up to 10 employees) to help address Brexit challenges.

- New Markets – talk to us about financial support for developing new export markets, and the Go-to-Tender programme.
- Building Business Relations – we support a number of active Business Networks in the county which help SME owner managers develop stronger businesses. These include PLATO, Network Louth, Boyne Valley Food Network, North East LEAN Network, North East Business Academy, Refresh Boyne and Louth Chat.

And don't forget to click on **www.prepareforbrexit.ie** to help you assess your exposure to BREXIT.

Part 2 sets out our 'one-off' business training workshops by month.

Part 3 details our other business supports. The team at Local Enterprise Office Louth will be delighted to welcome you on our business programmes. We are here to help and look forward to meeting you!

Thomas McEvoy
**Head of Enterprise
Louth County Council**



Index: Part 1 | Management Development Programmes

- LEAN for Micro
- Co-Innovate
- Innovate Accelerate
- Food Academy Programme
- Go to Tender
- Illuminate
- Business Networks

Part 2 | Business Training

SEPTEMBER			
Creating an Online Business - Trading Online Vouchers	4th September	10am to 4pm	Monasterboice Inn
Brexit Supports for Your Business	6th September	7.30am to 10am	Ballymascanlon Hotel, Dundalk
Filing Your Income Tax Returns	13th September	6.30pm to 9.30pm	Creative Spark, Dundalk
Start Your Own Business Course - Ardee 1 evening per week for 8 weeks	18th September – 13th November	7pm to 10pm	Ardee Business Park
Start Your Own Business Course - Drogheda 1 morning per week for 8 weeks	19th September - 14th November	10am to 1pm	The Mill, Drogheda
Start Your Own Business Course - Dundalk 1 evening per week for 8 weeks	19th September - 14th November	7pm to 10pm	Creative Spark, Dundalk
Maximising Tradeshows	25th September	10am to 2pm	Creative Spark, Dundalk
Accessing Finance for Your Business	27th September	10am to 2pm	The Mill, Drogheda.
OCTOBER			
Food Starter Programme (2 day)	2nd & 9th October	10am to 4pm	The Mill, Drogheda
Twitter for Business (Advanced Level)	4th October	6.30pm to 9.30pm	Creative Spark, Dundalk
Introduction to VAT for Small Business	11th October	6.30pm to 9.30pm	The Mill, Drogheda
Creating Content for Effective Communications	17th October	10am to 4pm	Bellingham Castle, Castlebellingham
How to Sell Successfully to New Markets	18th October	10am to 2pm	Creative Spark, Dundalk
Finance & Book-keeping for Small Business	25th October	6.30pm to 9.30pm	The Mill, Drogheda
NOVEMBER			
Creating an Online Business	8th November	10am to 4pm	Bellingham Castle
GDPR & Your Business - The latest update	15th November	6.30pm to 9.30pm	Creative Spark
Social Media - Ardee	20th November	6.30pm to 9.30pm	Ardee Business Park
Social Media - Drogheda	21st November	10am to 2pm	The Mill, Drogheda
Social Media - Dundalk	21st November	6.30pm to 9.30pm	Creative Spark
Finance & Book-keeping for Small Business	27th November	6.30pm to 9.30pm	Creative Spark
DECEMBER			
Employment Law & HR for Small Business	6th December	10am to 2pm	Creative Spark, Dundalk
Facebook and Instagram (Advanced Level)	12th December	10am to 2pm	The Mill, Drogheda

Part 3 | LEO Louth Business Supports

- Trading Online Vouchers
- LEO Louth Mentor Programme
- Business Support Clinics
- Microfinance Ireland
- Agile

LEAN for Micro

The LEAN Programme is focused on making businesses more profitable.

‘LEAN’ is an internationally recognised process to improve competitiveness, build capability and be more efficient. It helps businesses to do things quicker, better and cheaper. It is especially important for older companies who can benefit hugely from stopping to scrutinise how their business operates. By evaluating current systems, examining new methods and systems and selecting the right ones to introduce, companies can become more efficient and profitable.

LEAN allows business to continually improve, use the resources they have more productively, stamp out waste, improve efficiency and ultimately increase profitability.

The LEAN programme is ideal for both manufacturing and service type businesses, and best suited for companies that are more than 5 years in operation.

To apply, business owners should send a short description of their company to **training@leo.louthcoco.ie** marked ‘**LEAN Programme**’.



Co-Innovate

Co-Innovate, a new programme supported by the European Union’s INTERREG VA Programme, managed by the Special EU Programmes Body, will help you harness ideas to:

- Work smarter
- Equip you for future challenges
- Add value to your business
- Help you stand out from the competition
- Boost your bottom-line

How it works

Each company’s needs around innovation development will differ, so every company’s journey through the programme will be unique. Co-Innovate will give you the tools and support to help you innovate, differentiate and compete successfully.

Support provided will range from free workshops tailored to suit each individual business, to innovation audits and one-to-one expert mentoring.

Workshops

Companies will have the chance to learn about the benefits of innovation, identify opportunities for growth and create a vision to make it happen through attendance at one of Co-Innovate’s free tailored workshops. The workshops will demystify innovation and help you understand how it can drive your business forward. Workshops, are held for half a day and are spread across the regions Co-Innovate functions in. There will also be some sector specific workshops for companies in the renewables, agri-food, and life and health sciences sectors.

Further programme supports

Companies that have received support at Co-Innovate workshops will benefit from one-to-one business assessments, aimed at helping them create a tailored delivery plan. Companies who go on to complete

assessments, will be selected to take part in advanced programme supports. These advanced supports are designed to help develop detailed innovation delivery plans: bringing ideas to fruition. These include:

- Funding to unlock up to 10 days of bespoke consultancy advice, resulting in development of a targeted action plan.
- Up to fifty per cent funding for a dedicated 12 month project manager post to deliver product or process innovation.
- Up to fifty per cent funding for a business-to-business, collaborative R&D

or product/service development project, with partners to be drawn from the other jurisdiction (for example, Rep of Ire company to partner with business in UK). Participation in a sector specific R&I network which will bring together businesses, organisation or academic institutions from across Co-Innovate's eligible regions. Fifty per cent funding available.

For more information contact:
rob@consultcatalyst.ie
www.co-innovateprogramme.eu

Innovate – Accelerate

The Innovate Accelerate Programme has been designed to complement the Co-Innovate Programme.

It will support LEO clients and owner managed micro-enterprises (those employing up to 10 people) across the manufacturing and tradable services sectors to address specific concerns to meet the challenge of BREXIT.

Through a combination of mentoring support,

networking, greater access to information and resources, up-skilling to take advantage of the opportunities afforded by IT and links to third level and B2B linkages – it offers businesses a significant opportunity to develop, diversify, innovate and compete more effectively in national and international markets.

For more information email
training@leo.louthcoco.ie
marked 'Innovate Accelerate'.



Food Academy Programme

Food Academy is a training programme aimed at supporting and nurturing start-up food businesses. The Local Enterprise Offices have joined forces with Bord Bia and SuperValu on this initiative to provide a consistent level of food marketing knowledge to new and earlystage food business owners.

Modules covered in the training programme include

- The Market and Market Analysis
- The Consumer
- The proposition
- The product
- Pricing
- Marketing

At the final workshop, participants will get the opportunity to present their product to a panel from SuperValu and if successful, can participate in a trial based in local shops, which in the right circumstances, could progress over time to a national listing with SuperValu. [There is no guarantee of your product being listed as part of the programme, however over 80% of products proceed to trial].

The 2018 Food Academy commenced in May and we are now accepting expressions of interest for the 2019 programme. Applicants for Food Academy will be required to have completed a Food Starter programme as outlined in Section 3.

Expressions of interest can be registered by emailing training@leo.louthcoco.ie.



Go to Tender

SMEs in Louth can avail of InterTrade Ireland's Go-2-Tender programme.

The Go-2 Tender Programme aims to give your business the confidence, knowledge and practical skills to tender successfully for public sector contracts in the Rep of Ireland and Northern Ireland. The all-island public procurement market is worth approximately €12.1bn and represents an untapped market for many SMEs to increase their sales.

There are two types of tendering workshops:

Introduction to Tendering Seminars

These practical half day seminars are aimed specifically at small business owners who will be new to public sector tendering, have limited knowledge and/or experience of the market or simply want to refresh their knowledge of the public sector on the island.

Targeting the micro sector (<10 employees), these seminars focus on low value/under threshold opportunities.

Go-2-Tender Workshops

These workshops are based over 2 days and will provide you with the necessary skills to bid successfully for public sector contracts in either jurisdiction. Training is delivered by experienced bid specialists with a half day tailored mentoring support offered to each SME participant. Eligible participant companies can also apply for up to a further 2 days of mentoring from an experienced consultant.

For more information and to register, please visit www.intertradeireland.com/tendersuccessfully or you can contact Laura Kearney on 048 9045 2777

Illuminate: The Boyne Valley / M1 Female Entrepreneurship Programme

What is Illuminate?

It is a Business Management and Leadership Programme, sponsored by LEO Louth, LEO Meath, Coca-Cola International Services, AIB, and accredited by QQI [Quality & Qualifications Ireland] at Level 6. Delivered by DCU Ryan Academy, 16 participants will be selected for this programme which will fast track female led businesses, to develop their business and leadership skills, achieve scale and create employment. Participants will be given the knowledge, skills and understanding to commercialise sustainable and profitable products and services, that customers need and want.

Who is it for?

We are looking for female participants who are currently considering setting up a business, or who have been in business for the past 2 years.

For more information please email admin@themilldrogheda.ie

Business Networks

Boyne Valley Food Network

The objective of the Boyne Valley Food Network is to facilitate increased dialogue, communication and networking among all food stakeholders in the region. The Boyne Valley Food Network will provide access to industry relevant speakers and education topics to help upskill the food community and to create a marketing and networking forum for food stakeholders from both Counties Louth & Meath which are part of the Boyne Valley region. Any food stakeholder from Louth or Meath can become a member free of charge.

Email: bvfn@leo.louthcoco.ie

Network Louth

Network Louth provides a forum where women in business, the professions and the arts can exchange business ideas and increase their business contacts. Network Louth offer members support, friendship and the opportunity to attend regular seminars and workshops on business topics, a forum for networking, learning and exchanging contacts and regular communications on issues and opportunities that may be of interest to them.

www.networkireland.ie/louth

NEBA

The North East Business Academy's overall aim is to get local businesses / SME's / Start-ups meeting on a regular basis to provides relevant, practical business education that can be readily applied to increase the performance of members businesses. The NEBA is open to all business.

For more information contact:
northeastbusinessacademy@gmail.com

PLATO

The PLATO EBR Programme is a business development programme providing opportunities for networking and management development to SME's throughout the East Border Region.

The programme offers owner managers a business support forum where they can network and discuss business ideas with established large 'parent' companies in the region. These 'parent' companies

are leaders in their industry sectors, and support the programme by sharing their skills and experience within the network.

Interested in PLATO EBR
contact: cecilia@platoebr.com

Louth Craftmark

Louth Craftmark Designers Network is an impact driven membership organisation. The creative disciplines include Ceramics, Print, Jewellery, Textiles, Woodwork, Furniture, Sculpture and Painting. Louth Craftmark designers Network aims to ensure that Louth and its environs will have a flourishing Design, Craft and Art sector where makers and their work will be valued, developed and celebrated. The activities of Louth Craftmark Designers Network are relevant to the needs of its members and events facilitate networking, resource sharing and sales. A clear marketing vision exists for the craft sector in Louth.

www.louthcraftmark.com

Louth Chat

Louthchat is a local networking initiative which aims to develop links and communication among entrepreneurs and small businesses via Twitter. The objective is to promote local Louth and encourage people to buy from local manufacturers and retailers. The hashtag #louthchat has gained 6,600 followers and has an estimated reach of over 1.1 million and engagement of 3,000 each Tuesday, helping in raising the profile of many innovative businesses and organisations in the area.

For more information contact:
[@LouthChat](https://twitter.com/LouthChat)

North East Lean Network

This industry-led network focuses on best practices and cutting-edge developments in lean enterprise, operational, and process excellence; lean thinking and practices; and continuous improvement.

<https://www.leanbusinessireland.ie/about-us/practice-sharing/north-east-lean-network/>



M1 Payments Corridor

The M1 Payments corridor has been developed as a means of utilising and adding value to the geographic concentration of ePayments and Fintech transaction companies along the M1 corridor [i.e. PayPal, Vesta, State Street, Yapstone etc] It is an industry grouping of ePayments / Fintech companies, and allied stakeholders (IDA, EI, LEO Louth, DCU, DKIT, Louth Economic Forum), promoted by The Mill, Drogheda, that serves the wider geographic M1 corridor in a Fintech vertical known as ePayments.

www.m1paymentscorridor.com

European Economic Network

The Enterprise Europe Network Ireland services are delivered by a partnership between Enterprise Ireland, Cork Chamber of Commerce, Dublin Chamber of Commerce and the Local Enterprise Offices.

EEN help business grow through tailored support, new business and technology partnerships, commercial opportunities, licensing deals, and partners searches for EU funded R&D. EEN services are tailored to SMEs but are also available to all other businesses, universities and research centres.

www.een-ireland.ie

Refresh Boyne

Refresh Boyne is a community of designers and developers working to refresh the creative, technical, and professional culture of the New Media

industry in the Boyne region. Refresh Boyne hold events that promote design, technology, usability and standards.

www.refreshboyne.org

Dundalk Chamber

Dundalk has an extremely active Chamber of Commerce. Dundalk's business network and business voice consist of 200 members representing all business sectors in the town. Chamber members meet monthly with a view to promoting economic development throughout Dundalk.

www.dundalk.ie

Drogheda Chamber

Drogheda & District Chamber provides business & social networking, business development, lobbying, support, cost reduction and profile raising opportunities to member companies who are based or trade in the greater Drogheda area. We aim to achieve our mission through efforts of our staff, our council and our comprehensive committee structures.

www.droghedahamber.ie

Business Training | September 2018

Trading Online Vouchers /Creating an Online Business

DATE 4th September 2018

VENUE Monasterboice Inn, Monasterboice, Co. Louth.

TIME 10am to 4pm

Are you thinking about creating or developing an online Business? This one day workshop for people / companies who are planning on selling their products online and who want to learn more about the process and practicalities of e-Commerce.

This Workshop will focus on Trading Online Voucher Grant Aid, Selling Online Overview, Fundamentals of Selling Online, Practicalities, Market Places, Planning & Management, GDPR for Online Trading.

Brexit Supports for Your Business

DATE 6th September 2018

VENUE Ballymascanlon Hotel, Dundalk.

TIME 7.30am breakfast for 8.00am start, to conclude by 10.00am

The State strategic SME funding company, the Strategic Banking Corporation of Ireland (SBCI)'s goal is to ensure access to flexible funding for Irish SMEs by facilitating the provision of the Brexit Loan Scheme, which provides affordable financing to businesses that are either currently impacted by Brexit or will be in the future. The Scheme delivered by the commercial lenders will make €300 million available to eligible businesses with up to 499 employees at an interest rate of 4% or less.

This breakfast briefing will provide businesses in Louth with all the information they need to avail of SBCI Loan funding and all the LEO Louth Business supports that are available to assist you to navigate Brexit.

Filing Your Income Tax Return

DATE 13th September 2018

VENUE Creative Spark, Clontygora, Dundalk.

TIME 6.30pm to 9.30pm

So you've just completed, or are about to complete, your first year of trading as a Sole Trader. You've been putting it off for a while, but it can't wait any longer – you must start preparing to file your first income tax return!

This course will provide an overview of all aspects of the process for completing your return. You will be guided through the sections of an income tax return form and the information you will need to complete it. In addition we will discuss timing of submission and payment and what happens if you miss the deadline or inadvertently submit incorrect information. On completing this course, attendees will have gained a good understanding of the steps involved in filing an income tax return.



Start Your Own Business Programme

The Start Your Own Business Programme has been designed to address the needs of those wishing to start their own business, or those who have recently started trading. It is aimed at providing practical support, advice and guidance in a broad range of business areas. This programme will enable participants to gain a working knowledge of how to set up a business and / or to manage an existing business.

What the programme offers:

- How suited are you to run your own business?
- Help you develop a business plan for your own business.
- Introduction to a broad range of business issues facing all those who start and run their own business
- A Business Advisory Service, which provides one to one support to assist you in the development of your business idea.
- A financial planning service which will highlight potential sources of funding and eligibility

Course Content

- Enterprise & Self Employment
- Marketing
- Market Research
- Sales and Sales Plans
- Who wants to be an Entrepreneur
- Cash Flow Projections
- Taxation
- Legal Implications
- Finance & Book-keeping
- Business Plan Preparation.

Maximising Tradeshows

DATE	25th September 2018
VENUE	Creative Spark, Clontygora, Dundalk.
TIME	10am to 2pm

This half day workshop will focus on how businesses can maximise their income whether through working more closely with retailers or dealing directly with customers.

The workshop will help participants to analyse their business, looking at customers, products and services, marketing and sales and discuss tactical and strategic options for continued business growth. With increased pressure on cashflow the programme will focus on practical options to maximise income. Topics covered will include: Preparation in advance of attending a tradeshow, Action/ Activities following a tradeshow, Selling Skills and Presentation Techniques.

Start Your Own Business Programme

Ardee	DATE	Tuesday 18th September
	VENUE	Ardee Business Park.
	TIME	7pm to 10pm
Drogheda	DATE	Wednesday 19th September
	VENUE	The Mill, Drogheda
	TIME	10am to 1pm
Dundalk	DATE	Wednesday 19th September
	VENUE	Creative Spark, Dundalk.
	TIME	7pm to 10pm

The Programme is run over 8 weeks, one morning / evening per week.

Business Training | September 2018

Accessing Finance for Your Business

DATE	27th September 2018
VENUE	The Mill Enterprise Centre, Drogheda
TIME	10am to 2pm

Access to Finance Workshop is designed to demystify the processes of raising Finance for your Business. This workshop is targeted at individuals who have a business and are interested in gaining valuable information about accessing finance for your business. Various types of financing will be discussed, and information will also be given on types of loan finance available from lenders such as Microfinance Ireland, as well as the mainstream banks and credit unions.

Overview of Microfinance Ireland (MFI), private investment, business angels, bank/credit union loans, invoice discounting, leasing, government grants etc. Participants will also be informed of how loans are assessed and will be provided with tangible examples of common reasons why loans are refused. General Information on types and sources of finance available for small businesses.

Business Training | October 2018

The Food Starter Programme

DATE	2nd and 9th October 2018
VENUE	The Mill Enterprise Centre, Drogheda
TIME	10am to 4pm

The Food Starter programme is a short two-day programme designed to help those with a food idea, or those at an early stage of starting up a food business (typically within the first 24 months).

The objective of the two days is to provide the participants with a base knowledge of what is involved in setting up a food or drink manufacturing business. The content is designed to provide participants with information which will allow them to avoid the pitfalls normally associated with this journey. Ideally, participants should have previously completed the LEO Start Your Own Business Programme. This programme content assumes participants have the required business knowledge to run a successful business e.g. must already understand the basics of setting up a business, tax compliance rules, creating a business plan etc.

For those considering applying for the Food Academy programme in the future, this programme will provide an excellent opportunity to boost your chances of securing a place. The Food Starter programme is a pre requisite for those planning to go on and participate in the Food Academy.



Twitter for Business (Advanced Level)

DATE	4th October 2018
VENUE	Creative Spark, Clontygora, Dundalk.
TIME	6.30pm to 9.30pm

This programme is targeted at those SMEs who already have & are using a Twitter account for their business and want to learn more about how to increase engagement, generate content & advertise on this platform.

This workshop covers: Media types & content generation; Tools for Twitter; Twitter lists, cards, hashtags & moments; Creating and using video; Using promoted tweets and accounts Reviewing analytics.

By the end of this course participants should have an advanced understanding of Twitter

Introduction to VAT for Small Business

DATE	11th October 2018
VENUE	The Mill Enterprise Centre, Drogheda
TIME	6.30pm to 9.30pm

Valued Added Tax (VAT) is a significant contributor to the Irish Exchequer. In the region of 25% of the Government's entire tax revenue is earned from VAT. The vast majority of businesses will have some interaction with VAT during their lifetime, and given the complex nature of this tax, it is not surprising that many business owners are uncomfortable dealing with VAT.

In order to avoid the potential pitfalls, it is extremely important that businesses know their obligations in relation to VAT from the outset. This workshop will give attendees a clear understanding of the main VAT issues that need to be considered.

Creating Content for Effective Communications

DATE	17th October 2018
VENUE	Bellingham Castle, Castlebellingham, Co. Louth.
TIME	10am to 4pm

Do you sometimes find it difficult to communicate your Unique Selling Point to your customer base? One style does not fit all. This Workshop will help get your Information Lines Flowing.

Identify what you need to say, how best to say it and the right channel to use it resonate with your customer Stop writing with yourself in mind, write with your audience in mind; Email etiquette - the Dos and Don'ts Creating a simple elevator pitch for your business, product or service. Using the Power of PowerPoint to present and not hiding the Point in waffle. Recognising your most important communications tool - The Power of You, what to say and how to say it

How to Sell Successfully to New Markets

DATE 18th October 2018

VENUE Creative Spark, Clontygora, Dundalk.

TIME 10am to 2pm

Sales are the lifeblood of all businesses. To succeed, businesses must both grow sales with new markets and existing customers.

This Workshop focuses on these two activities, breaking down the sales process from planning and prospecting for new customer, to securing customer loyalty and repeat orders. Participants will be introduced to tools and techniques which will allow them to identify customers, make the first contact, manage a sales meeting, close the sale and ultimately sell successfully.

Finance & Book-Keeping for Small Business

DATE 25th October 2018

VENUE The Mill Enterprise Centre, Drogheda

TIME 6.30pm to 9.30pm

Whether you are planning to start a business or if you already run a small business, you need to be aware of the basic requirements in relation to record keeping. Not only do you need to be able to understand how your business is performing but you also need to be able to compile the information required to comply with the various tax regulations. Your bank will also expect you to keep your financial information up to date.

This Workshop will provide an overview of all aspects of maintaining proper books of account for a start-up or small business. You will be guided through the setting up of a proper system of book-keeping and how to use the information recorded, to run your business. The Workshop will also touch on cash flow management and tax registration and compliance.

Business Training | November 2018

Trading Online Vouchers /Creating an Online Business

DATE 8th November 2018

VENUE Bellingham Castle, Castlebellingham.

TIME 10am to 4pm

Are you thinking about creating or developing an online Business? This one day workshop for people / companies who are planning on selling their products online and who want to learn more about the process and practicalities of e-Commerce.

This Workshop will focus on Trading Online Voucher Grant Aid, Selling Online Overview, Fundamentals of Selling Online, Practicalities, Market Places, Planning & Management, GDPR for Online Trading.



GDPR – The Latest Updates

DATE	15th November 2018
VENUE	Creative Spark, Clontygora, Dundalk.
TIME	6.30pm to 9.30pm

The General Data Protection Regulation [GDPR] significantly increases the obligations and responsibilities for businesses on how they collect, use and safe-guard personal data. It also introduces enhanced rights for data subjects giving them greater control over how organisations may use their personal data.

At the centre of the new regulation is the requirement for businesses to be fully transparent in how they use and process the personal data that they collect, and they must also be able to demonstrate accountability for their data processing activities.

Since May almost 30% of data subjects have exercised their new-found personal data rights in the UK and Ireland. The supervising authority in Ireland, the Office of the Data Protection Commissioner, has seen significant increases in breach reporting since the implementation of GDPR. With significant fines and penalties at stake no business wants to be “The One”.

The workshop will recap on the changes introduced by GDPR, the impact it has had on your business and also examine any new developments in the area.

A practical hands-on half day workshop on setting up & using social media for your business, tools covered include Facebook, Twitter, LinkedIn etc.

The Workshop will include: Overview of social media, what tools to use & why, generating content for social media, creating & using a Twitter account, setting up and using a business Facebook page, generating engagement and an overview of LinkedIn & YouTube.



Social Media Workshops

Ardee	DATE	Tuesday 20th November
	VENUE	Ardee Business Park.
	TIME	6.30pm to 9.30pm
Drogheda	DATE	Wednesday 21st November
	VENUE	The Mill, Drogheda
	TIME	10am to 2pm
Dundalk	DATE	Wednesday 21st November
	VENUE	Creative Spark, Dundalk
	TIME	6.30pm to 9.30pm

Finance & Book-Keeping for Small Business

DATE	27th November 2018
VENUE	Creative Spark, Clontygora, Dundalk.
TIME	6.30pm to 9.30pm

Whether you are planning to start a business or if you already run a small business, you need to be aware of the basic requirements in relation to record keeping. Not only do you need to be able to understand how your business is performing but you also need to be able to compile the information required to comply with the various tax regulations. Your bank will also expect you to keep your financial information up to date.

This Workshop will provide an overview of all aspects of maintaining proper books of account for a start-up or small business. You will be guided through the setting up of a proper system of book-keeping and how to use the information recorded, to run your business. The Workshop will also touch on cash flow management and tax registration and compliance.

Business Training | December 2018

Employment Law & HR for Small Business

DATE 6th December 2018

VENUE Bellingham Castle, Castlebellingham, Co. Louth.

TIME 10am to 2pm

It is all very well expecting your employees to do the right thing, but do you know what the right thing is? Do you know how to deal with “the wrong thing?”

This Workshop will give you an overview of the different tools that you can use when dealing with employment issues. The Workshop will address the top 12 issues that end up in a tribunal / adjudication; what needs to be included in Contracts of Employment; what you need to do to manage technology, e.g. social media, internet, CCTV etc.; absence management – effective ways to deal with absenteeism; how the discipline process works; how does the Workplace Relations Commission work; what’s new in employment legislation.

Facebook and Instagram (Advanced Level)

DATE 12th December 2018

VENUE The Mill Enterprise Centre, Drogheda.

TIME 10am to 2pm

This programme is targeted at those SMEs who already have a Facebook page & Instagram account for their business and who want to learn more about how to increase engagement, add apps & advertise on these platforms.

This workshop covers: Media types & content generation; Creating and using video on Facebook & Instagram; Facebook & Instagram Ad Campaigns - types & targeting; Adding and using apps on your Facebook page & Instagram Accounts; Facebook & Instagram insights what they mean. By the end of this course participants should have an advanced understand of Facebook and Instagram



Part 3: LEO Louth Business Supports

Business Support Clinics

Business Support Advice Clinics have been developed to assist those who are thinking about starting out in business or those who have an existing business and are at a stage where they need some direction and advice.

The clinics are held throughout the County and are often the first stop before being referred to our more intensive mentoring programme.

LEO Louth Mentor Programme

The Mentor Programme is designed to match up the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners with small business owner/ managers who need practical and strategic one to one advice and guidance.

The mentor contributes independent, informed observation and advice to aid decision making. All applications for mentor assistance are dealt with individually and are preceded by a business needs analysis to assess the key needs of the business and determine the most imperative mentoring objectives. The Mentor Programme is open to both new and existing businesses located within Co. Louth.

Trading Online Vouchers

Grow your business with help from this Government grant scheme, designed to assist small businesses. It offers financial

assistance of up to €2,500 along with training and advice to help your business trade online. Participating in this scheme can make the process of trading online much easier for you. Businesses that participated in the scheme reported that, on average they saw their sales increase by 20%, with an 80% jump in sales leads and 3 in 5 exporting for the first time.

For many businesses, the question is not whether to trade online, it's how to start. At least 2,000 small businesses have found answers to that question and a helping hand to take that step through the Trading Online Voucher Scheme. Some of them are your competitors.

Microfinance Ireland

Microfinance Ireland provide small loans through the Government's Microenterprise Loan Fund. The purpose of the fund is to help start ups and established businesses to start up a small business or expand your existing business.

What is a microenterprise? It is simply a small business (including a self-employed person) with fewer than 10 employees and an annual turnover of less than €2m. Microfinance Ireland help these businesses by providing unsecured business loans of €2,000 to €25,000 for commercially viable proposals. Sole Traders, Partnerships & Limited Companies are all eligible to apply. They can also consider applications from

Part 3: LEO Louth Business Supports, continued

businesses that may have been declined a loan from their Bank. Microfinance Ireland look at your application and base their decision on the viability of the business and your ability to repay the loan.

Local Enterprise Office Louth can help you to prepare the documents you need to apply for a loan from us. You can also get a 1% reduction in the interest rate when you submit your application through them, so it is worth talking to us if you need some help with your application. Once your loan is approved, Microfinance Ireland can also provide you with invaluable mentoring support from an experienced business mentor on the LEO Mentor Panel. Mentoring is a vital extra support tool to help our customers establish, grow and develop their business.

Agile Innovation Fund

Markets won't wait, so your innovation can't either! Enterprise Ireland's new Agile Innovation Fund, which is open to clients of Local Enterprise Office Louth, responds to the threats and opportunities posed by Brexit. This new fund allows companies to access up to 50% in support for product, process or service development projects with a total cost of up to €300,000 – with fast track approval. So you can engage in the innovation activity necessary to make your international growth ambitions reality.

To apply or for more details, visit:

www.globalambition.ie/agile
#GlobalAmbition



Upcoming Training for 2019

- **Successful Tenders**
- **Start Your Own Business Programme**
- **Advanced Social Media**
- **Financial Forecasting & Projections**
- **Marketing & Promotional Video Production**
- **Blogging for Your Business**
- **Food Academy Programme 2019**

Terms & Conditions for all Courses & Programmes

Early booking is recommended as courses fill up quickly. If we do not have a place available we will offer you a place on our cancellation list.

Cancellation Policy

A full refund is made for cancellations made up to 48 hours prior to the course / workshop commencement. No refunds will be given to cancellations made on day of course or afterwards. Substitutions are permitted.

Book online at www.localenterprise.ie/louth

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BOOK YOUR PLACE NOW!

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