

SEMINAR – Local Enterprise Office Wicklow	
Course Title:	Trading Online and the Trading Online Voucher Scheme
Course Duration:	One half day, 9.30- 12.30
Dates:	Wednesday 25 th of October 2023
Venue:	Online
Cost:	free
Participants:	70
Trainer:	<p>The Entrepreneurs Academy – Michael Keogh</p> <p>The Entrepreneurs Academy was established in 1998 with the sole objective of supporting Irish entrepreneurs to establish in business, through the delivery of Start Your Own Business programmes. Demand-driven, the company now delivers a range of programmes focused on getting people started in business and staying in business. The Entrepreneurs Academy has a proven track record in delivering targeted enterprise training and in ensuring that this training matches its clients' needs in an ever-changing business environment.</p> <p>Michael Keogh joined The Entrepreneurs Academy in 2012 to deliver Social Media training and mentoring to the company's valued clients. He is an expert in social media and digital marketing, particularly in the use of social media as a promotional and marketing platform.</p>
Introduction:	<p>Consumer behaviour is changing, and online spending is increasing rapidly. There is a big opportunity for Irish businesses to grow and access a wider market, expand their business, and create more jobs. Statistics suggest that only 32% of small companies are engaged in e-commerce sales in Ireland and that 70% of the €850,000 spent online by Irish consumers per hour is going overseas.</p> <p>The 'Trading Online Voucher' scheme, financed by the Department of Enterprise, Trade and Employment, aims to encourage small businesses to develop their online presence through a website or digital marketing strategy by availing of a Trading Online Voucher of up to €2,500 or 50% of their eligible expenditure. Businesses looking to apply for the voucher must be trading for a minimum of 6 months to qualify and be located in County Wicklow.</p> <p>This seminar will help participants to understand and determine the best approach to establish and increase their online presence and trade online. Applicants for the Trading Online Voucher must attend one of these TOV Information Seminars.</p>
What will the Seminar cover:	<ul style="list-style-type: none"> • Why does my business need to be Online? • Targeting Customers – YOU and your Audience. • Search Engine Optimisation – Being visible online in online searches.

	<ul style="list-style-type: none">• Being found – setting up your website.• Live Demo in WordPress – Building your business website.• Social Media Marketing – how to develop a digital marketing strategy for your business.• Information on the Online Trading Voucher.• Top tips on how to fill in the application form.
How to Book:	For further information or to book online at: www.localenterprise.ie/wicklow