



Oifig Fiontair Áitiúil

Local Enterprise Office

TRAINING PROGRAMME

Spring 2016



Oifig Fiontair Áitiúil Laois

Local Enterprise Office Laois

WELCOME NOTE

Welcome to the Spring 2016 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.
- Places can only be reserved on receipt of completed registration form together with payment.
- Fees are Non Refundable except when a course is cancelled by the Local Enterprise Office due to insufficient bookings.

Our 2016 Spring 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 specialized 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.

Evelyn Reddin, Head of Enterprise

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T1601 START YOUR OWN BUSINESS

DATES: 2nd February - 5th April

DURATION: 10 Evenings

TIME: 7.00pm - 10.00pm

LOCATION: Local Enterprise Office

COST: €100

The Start Your Own Business Programme focuses on those with a business idea, likely to be full-time employed, unemployed, recently made redundant and women returning to the workforce and unsure as to how to develop the idea into a business plan. This 10 evening Start Your Own Business programme will guide you through the various aspects of starting and running a business in Laois. 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 – Taxation and Book keeping
- Cashflow and Cash Collection
- HR and Employment Legislation
- Sources of Finance
- Costing and Pricing
- Researching the Market
- Marketing for the Small Business
- Networking and Presentation skills
- Work Life Balance and Time Management
- Legal Issues for Start up's

T1602 SAGE COMPUTERISED ACCOUNTS

DATES: 9th February - 12th April

DURATION: 10 Mornings

TIME: 9.45am - 1.00pm

LOCATION: Local Enterprise Office

COST: €100

The aim of this course is to provide participants with the knowledge to use SAGE Line 50 Accounts to record their business transactions and extract relevant management reports to run their business more effectively. This course will provide participants with the knowledge to be able to print a wide range of reports to help run your 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

T1603 DIGITAL MARKETING AND WEBSITE DESIGN

DATES: 10th February - 9th March

DURATION: 5 Days

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €100

The aim of this programme is to provide participants with the necessary skills and knowledge to create and maintain their own website and drive their marketing efforts on the web. The use of digital marketing is increasingly important for small businesses, allowing them to extend their reach while offering reduced marketing costs compared to traditional marketing channels.

Course Outline:

- Introduction to the web and free website development tools
- Registering the domain hosting site
- Designing a website
- Building a website
- Social media – Facebook / Twitter / YouTube
- Search engine optimisation
- The Internet and the law

T1604 MARKETING TIPS FOR THE SMALL BUSINESS

DATES: 18th February

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

This programme aims to give small business owners the confidence to approach marketing their business for next to nothing cost-wise. The session focuses on how small businesses can grow brand awareness through practical hardworking tips. The course covers the analysis and profiling of the target market so that the participant can decide the most appropriate channels to use in the business and decide on the best way to get the message across. The main focus will be on the operational, practical, easy to use low cost/no cost tools.

Course Outline:

- Promoting your business for free
- Branding
- Email marketing
- Social Media Marketing (Linked In / Twitter / Facebook)
- Blogs and Landing Pages
- Radio Advertising
- Trade Marketing Shows
- Highlights of a Marketing Plan

T1605 HACCP / FOOD SAFETY (CERTIFIED)

DATES: 24th February

DURATION: 1 Day + exam

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €60

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. The course will specifically cover all new and recent changes in food safety legislation and standards.

Course Content:

- 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

T1606 THE POTENTIAL OF LINKEDIN FOR BUSINESS

DATES: 25th February

DURATION: 1 Half Day

TIME: 9.45am - 1.00pm

LOCATION: Local Enterprise Office

COST: €25

The course is designed for businesses who are interested in creating a strong business brand and getting more business through LinkedIn. The aim of the programme is to demonstrate the features and functionality of LinkedIn both for the individual and the business and how to showcase your business with LinkedIn Company pages. Participants will learn how to utilise LinkedIn to obtain relevant news on your industry and how to pass and receive referrals.

Course Outline:

- Getting Setup on LinkedIn
- Creating a LinkedIn Company page
- Importance of a complete profile on LinkedIn
- Improve your Visibility on LinkedIn
- Know how to attract new connections and engage new customers

T1607 THE POTENTIAL OF FACEBOOK FOR BUSINESS

DATES: 3rd March

LOCATION: Local Enterprise Office

DURATION: 1 Half Day

COST: €25

TIME: 9.45am - 1.00pm

This course will focus on the skills needed to build, maintain and market an effective Facebook Business Page. Participants will understand the importance of establishing a Facebook Business page, the key steps to ensuring their page is maintained with regular timely posts, how to run competitions, how to write successful content for posts. The course is aimed at those who wish to learn how to use Facebook Marketing effectively to increase sales.

Course Outline:

- Create / Improve a Facebook business page
- Create a clear content strategy and plan for Facebook pages
- How to promote your page
- How to advertise on Facebook
- How to run competitions on Facebook

T1608 THE POTENTIAL OF TWITTER FOR BUSINESS

DATES: 10th March

LOCATION: Local Enterprise Office

DURATION: 1 Half Day

COST: €25

TIME: 9.45am - 1.00pm

This course will focus on the skills needed to build, maintain and market an effective Twitter account. Learn all about Twitter, the terminology used, how to 'tweet', attract followers and use this social network as an effective profile building and direct marketing tool. Participants will understand the importance of establishing a Twitter Business page; the key steps to ensuring their account is maintained with regular tweets, how to optimise sign ups for email marketing campaigns through a Twitter account, how to run Twitter competitions and guidelines on how to build in the use of Twitter in an overall effective digital marketing strategy.

Course Outline:

- Key steps to ensuring their account is maintained with regular timely tweets
- Make your Twitter account work
- How to optimise sign ups for email marketing campaigns through a Twitter account
- Twitter etiquette
- How to run Twitter competitions
- How to write successful content for tweets
- Learn guidelines on how to build in the use of Twitter in an overall effective digital marketing strategy.

T1609 BASIC BOOKKEEPING AND TAXATION

DATES: 10th 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. Understanding of double entry.
- 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

T1610 BUSINESS GROWTH PROGRAMME

DATES: 3rd February - 23rd March

DURATION: 8 Mornings

TIME: 9.45am - 1.00pm

LOCATION: Local Enterprise Office

COST: €80

Are you ready and determined to bring your business to the next level? Are you prepared to start working smarter rather than harder in order to significantly grow your business? The Business Growth Programme is aimed at owners and managers of SMEs to improve and grow their businesses including increased leads / enquiries, much improved sales conversion rates, increased business, increased clarity and focus on goals and how to achieve them, improved people management and leadership and improved performance from employees and themselves. One to One Mentoring with a business coach will be provided.

Course Outline:

- Marketing Foundation Strategies
- Marketing Assets and Profitable Networking
- Sales Conversion
- Customer Maximisation
- Planning your Business' Success
- Plan Implementation / Personal Effectiveness
- Putting it all Together – Action Plan for Success
- Individual Coaching Session

T1611 START YOUR OWN BUSINESS

DATES: 6th April - 8th June

DURATION: 10 Mornings

TIME: 9.45am - 1.00pm

LOCATION: Portarlinton Enterprise Centre

COST: €100

The Start Your Own Business Programme focuses on those with a business idea, likely to be full-time employed, unemployed, recently made redundant and women returning to the workforce and unsure as to how to develop the idea into a business plan. This 10 evening Start Your Own Business programme will guide you through the various aspects of starting and running a business in Laois. The objective is to assist you in assessing the viability of your business idea.

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T1612 ONLINE MARKETING AND SOCIAL MEDIA

DATES: 6th April - 4th May

DURATION: 5 Evenings

TIME: 7.00pm - 10.00pm

LOCATION: Local Enterprise Office

COST: €50

The aim of this course is to help businesses understand the different social media tools and how they can use them in a social media strategy for their business. This course provides a detailed and practical examination of exactly what factors really do have an influence on a business's performance online. It also provides a thorough grounding in the tools needed to make informed decisions about digital marketing strategies.

Course Outline:

- How to develop a Brand through Social Media
- Learn what Google Ad words is and how it works
- Understand current Search Engine Optimisation best practise
- Facebook, LinkedIn, Twitter, You Tube - How they can work for my business
- Business Blogs
- Keywords Research Best Practise
- Email Marketing for Business
- Know what is necessary to create a successful campaign

T1613 HOW TO SUCCESSFULLY PITCH FOR NEW BUSINESS

DATES: 7th April

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

Become better equipped to compete and survive in today's competitive market place by learning the art of selling and improving your negotiation skills in order to drive sales. This course is aimed at both new and established sales people or anyone in business who wishes to learn a new approach to selling. The focus throughout this course will be on giving participants an experience of success.

Course Outline:

- The facilitative role and responsibilities of the sales person in helping people to buy
- The sales process
- Developing effective customer relationships
- Effective questioning and active listening skills
- Handling objections and dealing with rejection
- Sales Activity Management
- Customer Service

T1614 HOW TO GET PAID ON TIME

DATES: 11th April

LOCATION: Local Enterprise Office

DURATION: 1 Day

COST: €40

TIME: 9.45am - 4.45pm

Cashflow is vitally important to success in business. Any threat to cashflow is a threat to the business itself. This course is highly recommended to anyone in business, who is looking to improve on their cashflow. The course looks at how sales should translate to payments, effective documentation and communication with your customers, how and when to allow credit, how to deal with 'late payers' and to develop systems to ensure they can keep their cashflow positive to not only protect their business but to help it thrive.

Course Outline:

- Getting prepared and checking debtor details
- How to give credit (bill often collect a lot)
- Legal Considerations
- Collecting money owed
- Collection targets
- 'Stopping' accounts
- Taking credit, reputation and discount
- Effective communication skills
- Account opening procedures

T1615 CHOICE 4 WOMEN

DATES: 14th April - 19th May

DURATION: 6 Mornings

TIME: 9.45am - 1.00pm

LOCATION: Local Enterprise Office

COST: €60

Women Entrepreneurs face complex and gender specific challenges in starting and continuing in business. This programme addresses issues of self-esteem, confidence, motivation and balance in their hectic life schedules. This programme will equip the participants to resolve and harness these challenges to benefit them in the world of business.

Course Outline:

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

T1616 KICK START YOUR OWN FOOD BUSINESS

DATES: 18th & 25th April

DURATION: 2 Days

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €60

The aim of this programme is to provide participants with the knowledge of what is involved in setting up a food business and the content will be designed to provide the participants with information which will allow them to avoid the pitfalls normally associated with this journey.

Course Outline:

- Understanding what is artisan food production
- Identifying what is the pitfalls associated with starting your own food business
- Minimum requirements e.g. food safety, labelling requirements, insurance etc
- Packaging and Branding
- How to build your pricing model
- Supports and assistance available

T1617 HEALTH & SAFETY FOR THE SMALL BUSINESS

DATES: 10th & 11th May

DURATION: 2 Days

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €60

This course enables managers and supervisors to carry out their activities within the workplace, understanding the duties required of them under the various pieces of legislation. Participants will learn about all the aspects of Health & Safety required in a modern working environment, including risk assessment, accident / incident investigation and analysis, communications and consultations and safe systems of work. As part of this course participants will learn how to write a safety statement.

Course Outline:

- The role of the Health and Safety Authority Legislation
- Duties of Managers, Supervisors and Employees
- Accident recording and reporting
- Consequences on non-compliance
- Hazard identification
- Preventative strategies
- Safety Statements / risk assessments
- Role of Safety Representatives
- Good Health and Safety practices

T1618 HOW TO CONVERT WEBSITE VISITORS INTO SALES

DATES: 18th May

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

Aimed at a non-technical business audience, this one day 'How to Convert more website traffic into sales' hands-on training workshop focuses on giving participants the skills to audit their own website with a view to improving it for enhanced search engine visibility. Participants will be mentored on their own website covering the major activities to improve the site's presence on the major search engines.

Course Outline:

- Measure, Set Targets and Monitor Site Usage
- How Search Engines Work and SEO pitfalls to avoid
- Google Adwords
- How to set up an ad campaign
- Website Sales
- How to calculate conversion rate
- Content Marketing
- Why video marketing is the future of online marketing

T1619 PULLING POWER FOR THE LOCAL RETAILER

DATES: 24th & 31st May;
7th & 14th June

DURATION: 4 Evenings

TIME: 7.00pm - 10.00pm

LOCATION: Local Enterprise Office

COST: €50

This course will explore the opportunities for local retailers to enhance their business and increase their profits, grow brand awareness, motivate their staff and provide a high level of customer care. Run over 4 evenings, it will give retailers an opportunity to meet the challenges currently faced with positivity and innovation.

Course Outline:

- Upselling and retaining customers
- How important is your online presence, and how important should it be
- Staff Motivation and People Management
- Creative Marketing on a Budget
- Developing a Marketing Plan
- The 4 P's in Customer Service
- Understanding how to satisfy customer needs, wants and likes
- Communication Skills

T1620 LIFETIME 24 FOR ENTREPRENEURS (Finding a Work/Life Balance)

DATES: 31st May

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

Creating a balance between work and life can be challenging where both demand your attention and energy. By balancing a career and life, you become healthier, mentally and physically, with an enhanced lifestyle. With a work-life balance, you will be able to manage your time better, which will impact various aspects of your life positively. This course is designed to align the entrepreneur's life with their work/business and allow harmony to exist in the competing demands for their time.

Course Outline:

- Understanding the New Entrepreneur
- Reality Check – we need to work on having our all rather than having it all
- Identify and Prioritise Core Values and Beliefs
- Integration
- Leverage – activities that require least effort but bring the greatest reward
- Seeking Equilibrium

T1621 HOW TO SHOOT AND EDIT MARKETING VIDEOS ON A BUDGET

DATES: 2nd June

DURATION: 1 Day

TIME: 9.45am - 4.45pm

LOCATION: Local Enterprise Office

COST: €40

In this workshop participants will learn how to shoot and edit videos using a smartphone. Deciding on an advertising budget and determining how to spend it can be among your most challenging decisions. Advertising options have changed and expanded considerably over the past few years, and updating your strategy definitely means taking advantage of the new, digital marketplace.

Course Outline:

- Overview of how companies are using video for marketing
- What equipment you need in order to shoot videos with a smartphone
- Tips on how to shoot videos
- Hands on workshop – how to edit video clips into a marketing video
- How to upload your video to YouTube
- How to get your video found by people on YouTube
- How to get your video onto your website
- How to share your video on Facebook



If you have a suggestion for a Training Course or Programme, please email it to hdeevy@laoiscoco.ie

Terms & Conditions

BOOKING

- Bookings must be made online at www.localenterprise.ie/laois
- Places can be reserved only on receipt of payment in full.
- Receipt of application information implies understanding and acceptance of the terms and conditions.
- You will be notified prior to the commencement of the course if your application has been accepted
- Those in receipt of unemployment benefit may qualify for reduced fees.

FAILURE TO ATTEND

- Substitutions are acceptable at anytime up to the day before training commences. The substitute will receive all course material on behalf of the original delegate.
- In circumstances where the original attendee fails to attend and no substitute is appointed, seminar notes and material will be forwarded by post upon request, provided full payment has been received.

The Local Enterprise Office reserves the right to alter the programme, speaker or venue or to cancel the event at our discretion. In the event of cancellation, our liability shall be restricted only to refund fees paid.

In the event of the course being under subscribed the programme may be cancelled or postponed.

The Local Enterprise Office is subject to the Freedom of Information Acts 1997 & 2003. Under normal circumstances information supplied on application forms is likely to be considered as commercially sensitive information & would not be disclosed to third parties. The Local Enterprise Office will in all cases where a request under the Freedom of Information Acts is made, consult with all applicants before making a decision on disclosure of such information.



Oifig Fiontair Áitiúil

Local Enterprise Office

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

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

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

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e localenterprise@laoiscoco.ie

BUSINESS

DEVELOPMENT

SUPPORT GRANT SCHEME



Technical Training



Purchase of Software



Marketing Assistance



Trade Fairs



Website Development



**Quality Assurance
Certification**

Contact us on 057 86 61800 to see how your business might be eligible
for funding under this scheme (eligibility criteria applies)

TRADING ONLINE VOUCHERS

Are you a small business in Laois and looking to trade online?
You can apply for a grant of up to €2,500 through the
Trading Online Voucher Scheme.



85% of Businesses have seen an
increase in customer enquiries

21% of Businesses experienced an
increase in direct sales

71% expected to need to take on
new staff to cope with demand



[https://www.localenterprise.ie/Laois/Financial-Supports/
Online-Trading-Voucher-Scheme/](https://www.localenterprise.ie/Laois/Financial-Supports/Online-Trading-Voucher-Scheme/)

Contact us on 057 86 61800 to see how your business might be eligible
for funding under this scheme (eligibility criteria applies)



Does your Business need One-to-One Mentoring?

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

- Finance
- Marketing
- Social Media
- Business Planning
- Health & Safety
- Business Growth

Or avail of further mentoring session at a cost of €40 per session or €100 for 3 session by completing our Mentoring Application Form which can be downloaded from www.localenterprise.ie/laois.

For more information on any of the above please contact our office on 057 86 61800



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Local Enterprise Office

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