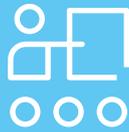




Local Enterprise Office



Training Courses & Business Supports



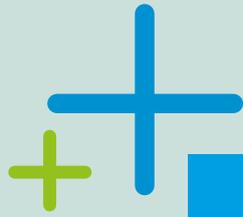
2021



[LocalEnterprise.ie/Meath](https://www.localenterprise.ie/Meath)
Making It Happen

Difig Fiontair Áitiúil An Mhí

Local Enterprise Office Meath



Local Enterprise Office Meath exists **to assist and support small, existing, sustainable, growth-orientated and start-up businesses** who will then:

1. Create employment
2. Expand
3. Sustain existing jobs



The Local Enterprise Office [LEO] Meath was established with the goal of assisting enterprise development in the county through the creation of an enterprise culture, the provision of advice and support and the granting of financial aid. LEO Meath can assist in the establishment and growth of eligible new and existing small businesses in County Meath.

Contact us today to understand how we can help your business.

Local Enterprise Office Meath

 [046] 909 7000

 localenterprise@meathcoco.ie

 Buvinda House, Dublin Road,
Navan, Co. Meath C15 Y291

 @MeathLEO

 Local Enterprise Office Meath

www.localenterprise.ie/meath

Training & Events



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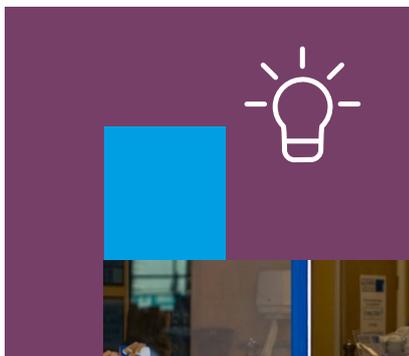


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Business Idea Start Ups

Online Courses



Define Your Business Idea

3.5HR WORKSHOP

NEW INTAKE EVERY 7 WEEKS

This workshop will provide participants with necessary tools to research and analyse their idea and evaluate their suitability to becoming self-employed, using the **Lean Canvas Startup** methodology.

The course is aimed at individuals with **a business idea** wishing to start their own business or exploring the possibility of becoming self-employed for the first time. Focussing on the customer rather than the product or service helps would-be entrepreneurs to create a sustainable business model.

Start Your Own Business Course

4 WEEKS

2 LIVE WORKSHOP SESSIONS PER WEEK

NEW INTAKE EVERY 7 WEEKS

This course is aimed at those considering starting a new business or those who have been in business for less than eighteen months. The online SYOB course is run over 4 weeks with 2 live workshop sessions per week.

Topics include:

Week 1 - Getting Started / Where to Begin & Identifying, Understanding and Researching your Target Market

Week 2 - Tax, Law, Insurance & Financial Planning

Week 3 - Promotion of your Small Business & Sales, Customer Service

Week 4 - Basic Bookkeeping and Entrepreneurial Mind-set and Sources of Funding

*to receive a certificate of completion you must attend 90% of modules.



Social Media & Digital Marketing



Online Courses

Managing and Promoting Your Brand Online 2 HOUR WORKSHOP

Managing and promoting your brand online is essential considering modern digital usage and online shopping. You will be introduced to methods of managing and promoting your brand online. At the end of the programme you will receive an action planning template to assist you in developing a practical strategy.

Driving Sales Through Your Business Website and Social Media Platforms 2 HOUR WORKSHOP

Learn how to drive sales through your business website and social media platforms that are relevant to your industry or business, consider which payment providers to use, understanding which social media channels your customers are using, creating great content that your customers will love and lots more.

Creating a Digital Marketing Strategy for Your Business 2 HOUR WORKSHOP

Learn the steps involved with creating a digital marketing strategy for your business. From initial research to measuring and managing the results. Setting your digital marketing objectives in line with your budget, developing your plan, know how to build your audience, implementing the plan and measuring the results.

Facebook for Business, Level 1 (The Basics) 3 ½ HR WORKSHOP

How to create a Facebook Business page and use it to promote your business. Introduction to Facebook– how can we really use it to our advantage? Introduction to FB tools that anyone can use every day for business purposes, increasing your online visibility and business presence.

Facebook for Business, Level 2 (Advanced) 3 ½ HR WORKSHOP

A follow on from the Facebook (the Basics) workshop, attending this training you will learn how to harness the power of your Facebook Business page by sharing great content. Ideally you have already attended the Facebook Level 1 workshop and integrated those learnings to your Facebook business page.

Instagram for Business 3 ½ HR WORKSHOP

Learn how to promote your brand on Instagram, understand the features available and how to use them correctly. Understand best practice and get ideas on the right type of content to share. Learn about stories, filters, hashtags and much more

Twitter, for Business (The Basics) 3 ½ HR WORKSHOP

An introduction to Twitter which will help you get your Twitter account up and running, refining your Twitter profile and learning what to Tweet, as well as connecting with your customers on Twitter and how to track your engagements with Twitter analytics.

Twitter for Business (Advanced) 3 ½ HR WORKSHOP

For anyone with an established Twitter account that is looking to develop their business profile further by using the advanced features of Twitter. Use Twitter lists to build relationships with influencers and get major attention for your brand, learn how to live tweet and host twitter chats and much more besides.

Developing Your Own Website Using Wordpress 3HRS X 3 WEEKS

This course is an introduction to WordPress, aimed at total beginners with no experience in building websites. This course will give you basic knowledge to start on your own journey of building and maintaining your website.

Finance

Online Courses



Managing Tax Returns for Small Businesses **1HR WORKSHOP**

Information, skills and templates on the basics of bookkeeping for SME's are shared in this course, which will allow you record transactions and maintain records that are legally required by Irish Revenue. Understanding Irish taxes & levies including PAYE, VAT, Preliminary Tax, Income Tax, and considering which option is best for you; Sole Trader versus Company.

Costing & Pricing your Service/ Product **1HR WORKSHOP**

The aim of this workshop is to create awareness amongst participants on how to design and develop a unit costing system for product/services. Develop a costing and pricing system which is both viable and sustainable for an SME. The importance of overhead recovery yet remaining competitive. Gathering info around competitors pricing and building better pricing practices that work for your business.

Basic Bookkeeping for Small Business **2HRS X 6WEEKS**

This course will help participants develop an understanding of accounting and book-keeping. Learn how to complete books/ records towards completing tax returns and VAT 3 forms.

Topics Include:

- Understanding and interpreting financial data in your business.
- Understanding Financial Terminology
- Applying main accounting concepts
- Understanding the Principles of Double Entry Bookkeeping
- Completing Books/Records - how and what
- Accounting and Book-keeping - preparation of prime books [Sales Day Book, Purchases Day Book, Cash Book, Payments, Double Entry System and Trial Balance]

- Preparing profit and loss, cashflow and balance sheet statements
- Business Taxation to include PAYE, Employer/ Employee PRSI, USC and VAT

Financial Forecasting for your Business **LUNCH N LEARN SERIES [1 ½ HRS]**

You will learn to build a baseline understanding of budgeting as a vital financial tool. Almost every business goes through the annual ritual for expenses and forecasting and often miss out on the golden opportunity – budgets can reduce costs as well as monitoring performance.

Credit Control

LUNCH N LEARN SERIES [1 ½ HRS]

By attending this training you will understand how to control credit effectively and operate a credit control system, recognise the importance of collecting money quickly and efficiently, reduce exposure to slow paying customers and bad debts, establish the costs of credit and work on a reduction programme. You will learn how to obtain a commitment for payment of credit on the telephone, maximise profitability and gain confidence in operating your credit control programme by using best practice techniques.

Cash Flow Management

LUNCH N LEARN SERIES [1 ½ HRS]

As a business owner one of the main jobs is to monitor, measure, invest, borrow and collect enough money so that a business can operate successfully. This course will explain how to set up an effective system to monitor and predict cash outflows and inflows in line with industry standards, identify the set-up costs, show you how to calculate operational costs, what is needed to sustain a rewarding business and overall best practice in effective cash management.

General Business

Online Courses



Developing and Using a Successful Sales Process

2 HR WORKSHOP

This course will help you to become expert in selling your business. You will be provided with tips and real life techniques that will help you to sell yourself and your business in the best possible manner. Learn how to build relationships with your customers, how to get started and what sales strategy is best for your business.

PR on a Shoestring

2 HR WORKSHOP

Learn what public relations [PR] is and how to use it. How to plan a successful PR campaign, finding newsworthy stories in you and your work, finding, supporting and making the most of case studies and pitching your story to journalists. Understand the 3 key PR tools: press notice, photo notice, press release, understand how to build effective relationships with journalists and media

partners, know how to plan and execute a successful photo call, how to measure and evaluate your PR activities.

Design Strategy Masterclass

2 HR WORKSHOP

Using simple approaches to driving innovation, revenue enhancement, customer retention and market growth. Whether you are a sole trader or SME, Design Strategy is something that should be an essential part of your company's thinking. Design Strategy is the evolved use of design thinking approaches across all business actions to achieve company goals and competitive advantage.

This course covers;

- What is Design Strategy and Execution?
- The techniques and approaches to YOUR business
- What are the expected outcomes of Design Strategy?

Food & Drink Short Courses



Online Courses



Social Media for Food Business

3½ HR WORKSHOP

This training session will give participants the information they need to promote their food business on social media. Defining your core advertising message for your food business. Food and dining experience photography, Light box photography, Videography and Photography Turntable Skills. Effective social media channels for promoting a food business and other platforms for promotion.

Food Styling and Photography Workshop

2½ HR WORKSHOP

Would you like to learn how to make your Food or Drink product look as good as it tastes? Do you want to be able to take high quality images of your products for your social media platforms using your phone? This is the workshop for you!

Boyne Valley's Chef Network

LAUNCHING IN 2021

A new professional network will launch in 2021 connecting Chefs from across the Boyne Valley region, counties Louth and Meath. Providing a platform where local chefs can network, share knowledge and experiences, meet local producers, take part in upskilling and attend a series of

educational events. The aim of this network is to work together in branding the Boyne Valley region as a Foodie Destination. The Boyne Valley's Chef Network is open to all chefs. This network is supported by the Local Enterprise Offices in Meath and Louth. For more information contact: GMcKeown@meathcoco.ie

Product Pricing for Food Business – Getting it Right

3½ HR WORKSHOP

This course enables participants to confidently price their products throughout the supply chain. In addition, each business will have full visibility of the impact of their pricing decisions on the gross percentage and cash margins within their own business, as well as any distributor and/or retail partners.

This highly interactive session will cover topics such as;

- Sample descriptions of Margin versus Mark-Up calculations.
- Demonstrating the impact of pricing on margins for each stakeholder within the Supply Chain
- Providing hypothetical examples of Gross and Net Margin Scenarios
- How VAT, where applicable, is taken into account and much more....



Digital School of Food

An online learning hub has been designed to support you in developing your food manufacturing businesses from start-up to the growth phase. This is the first step for anyone contemplating starting up a food business. You can access the course modules on

<https://www.digitalschooloffood.ie>

6 core themes each contain 2-3 courses including:

- Plan Your Journey
- Route to Market
- Think about Finance
- Grow Your Sales
- Expand Your Business
- Support from Experts

Food Starter Programme

TAKES PLACE IN FEBRUARY AND OCTOBER EACH YEAR

A 2-day programme designed to help those with a food idea, or those at a very early stage of starting up a food business. It will cover everything from an overview of the Irish food sector to the specifics of starting a food production business.



Food Academy

A development programme giving Irish food and drink producers a big chance. Through workshops, mentoring and the opportunity to pitch to SuperValu store owners, this is a unique opportunity to see your product on the shelf of one of Ireland's leading retailers. Bord Bia, SuperValu and the Local Enterprise Office collaborate to ensure you have every opportunity to grow your business. The Food Academy programme is delivered on a regional basis throughout the country by the network of Local Enterprise Offices.

Contact localenterprise@meathcoco.ie for an application form.



FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

Oifig Fiontair Áitiúil
Local Enterprise Office

SuperValu
Real Food. Real People

Productivity

LEAN for MICRO Programme

Today, more than ever, business owners and managers are using LEAN tools and techniques to address competitiveness issues within their business and build the capability of their people to identify issues and improve their operations.

LEAN is about being effective and efficient - doing things quicker, better, cheaper.... together. LEAN strives to stamp out waste and to continually improve.

LEAN requires that individuals, teams and the entire organisation remain continuously focused on the customer, adopting a practical approach to increasing value to the customer by the relentless elimination of every form of unnecessary waste.

LEAN is a way of thinking and acting that enables people to drive the organisation forward. It increases capability and capacity and is the catalyst for innovation.

LEAN helps ensure flexibility, responsiveness, efficiency, innovation and by continuously listening to the customer allows companies to compete and win on merit.

Local Enterprise Office Meath recognises the importance of the development of management skills for people managing their own micro or small enterprises. We also recognise the very substantial improvements in productivity and profitability that can result from the application of LEAN principles in a business and aims to support managers in effectively embracing LEAN methodologies in their businesses.

The LEO Lean for Micro business programme helps to:

- Identify issues and potential improvement areas;
- Provide support to implement change and
- Achieve savings and improvements in capability and capacity to deliver.



GOULDING BROTHERS, OWNERS OF BSG DESIGN, TRIM

PEARSE MCGRATH AND HIS SON CONALL OF BRIDGEMAN ECOSYSTEMS IN ASHBOURNE



Agile Innovation Fund

Responding to the threats and opportunities posed by Brexit demands innovation - products, services and processes need to be tailored and improved for international markets before opportunities are lost to the competition or changing conditions.

Enterprise Ireland's new Agile Innovation Fund, which is open to clients of Local Enterprise Offices, allows companies to access up to 50% in support of innovation projects with a total cost of up to €300,000 - with fast-track approval.

WHY CHOOSE THE AGILE INNOVATION FUND?

The benefits of choosing the Agile Innovation Fund include:

- Helps companies in sectors with rapid design cycles keep their advantage by offering an online application and Fast-Track-Approval process
- Companies can access up to 50% funding, where the grant requested is < €150k [total project cost < €300k]
- The Fund is open to Enterprise Ireland clients and non-Enterprise Ireland clients, and applications may be submitted at any time.

BUSINESS INNOVATION

- Business Innovation projects are also eligible to apply under Agile Innovation
- Business Innovation projects aim to put in place a new service-delivery, production-method or a change to the business model of the company

AM I ELIGIBLE?

You are eligible to apply for Agile Innovation Funding, if:

- Your company is an Irish based manufacturing or internationally traded services company
- You can show adequate cash resources to implement the proposed RD&I project

For further details on either of the above or to discuss your eligibility please contact

lorna.cooney@meathcoco.ie

Other Business Supports



Business Advice Clinics

Business Advice Clinic is a service where you can share your Business Ideas with one of the Local Enterprise Office business advisers before making a firm commitment to setting up the business.

A business proposition form needs to be completed in advance of scheduling a meeting. Our Business Advisor can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter.

Only applicants based in County Meath are eligible for a one to one business advice clinic.

Brexit Customs Clinics

Attending this clinic, you will be given the opportunity to meet with a customs agent to discuss the particular circumstances for your business with regard to the documentary and procedural requirements that need to be put in place to ensure that your business can continue to trade with the UK post Brexit.

Digital Marketing Clinics

A practical one-to-one clinic on setting up and using social media platforms and digital marketing for your business. Platforms covered include Facebook, Twitter, LinkedIn. Will be delivered on zoom. For more information email localenterprise@meathcoco.ie

Meath Business Owners Network #MBON

The Meath Business Owners Network is a forum for local business people to connect, learn and grow their business. Monthly meetings take place via ZOOM, normally on the third Friday of the month. It is free to attend but pre-registration is necessary and that can be done through our website at <https://www.localenterprise.ie/Meath/Training-Events/Online-Bookings/>

Meetings last 1 hour. A relaxed opportunity to get to know others within the network, discuss enterprise and build strong, supportive business relationships.

The Meath Business Owners Network is a partnership between the Local Enterprise Office Meath and County Meath Chamber and is co-sponsored by Pinergy and PTSB. It is open to all business owners within the County.

Women in Business Network

The Local Enterprise Office Meath also runs a business network specifically aimed at supporting female entrepreneurs within the County. This is also run in partnership with County Meath Chamber. The network holds four events per year which are being delivered remotely via ZOOM. The events include a combination of speaker panels followed by Q&A and events which are more networking orientated with just one keynote speaker on a particular business theme/topic. Simply log onto our website at <https://www.localenterprise.ie/Meath/Training-Events/Networks/> to view the upcoming event and click on the link to register.

Trading Online Voucher Seminars 3HR WORKSHOP

An initiative under the Government's National Digital Strategy, the Trading Online Voucher Scheme helps small businesses improve their online presence. This scheme is a 50% funding opportunity with up to €2,500 available and can be used towards eligible costs such as digital marketing strategies, e-commerce websites or app development. The session consists of a highly interactive session with live Q&A, details of the voucher scheme and helps you ensure you understand what is available from the grant, plus advice on the application process and how to make the most of your online business. In applying for a TOV you are obligated to attend a training course.

Free seminars are held regularly throughout the year, for more information please check <https://www.localenterprise.ie/Meath/Training-Events/Online-Bookings/>



Contact us today to understand how we can help your business.

Local Enterprise Office Meath

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Navan, Co. Meath C15 Y291

 @MeathLEO

 Local Enterprise Office Meath

www.localenterprise.ie/meath



CANCELLATION POLICY:

If you reserve a place on a training course or an event and cannot attend, we would ask that you notify us at least 48 hours in advance so that we can offer your place to someone on our waiting list. Failure to do so, will forfeit your fee paid for the course or event. You can notify us of your wish to cancel a booking by emailing us at localenterprise@meathcoco.ie

Oifig Fiontair Áitiúil An Mhí

Local Enterprise Office Meath



Riailtas na hÉireann
Government of Ireland



comhairle chontae na mí
meath county council

In partnership with



Údarás Áitiúla Éireann
Local Authorities Ireland