

Spring / Summer 2014

TRAINING BROCHURE



Wicklow County
Enterprise Board

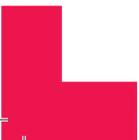
Bord Fiontar Contae
Chill Mhantáin

Coming Soon...



During the course of the Spring Summer 2014 Season,
Wicklow County Enterprise Board will become known as your
Local Enterprise Office.

We look forward to continuing our services to you under this new identity.



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SEMINARS

Seminar: Technology Pitfalls - Top Tips to Protect Your Business

With so much of our lives and businesses based online, this seminar aims to inform and alert owner managers of the biggest pitfalls involved in conducting business online; how to protect you, your businesses and your employees, and how to ensure you are not in breach of any key legislation. Forewarned is forearmed!

Location:	Parkview Hotel, Newtownmountkenny
Date:	Thursday 1st May 2014
Time:	2pm – 5pm
Cost:	Free of charge
Places Available:	80
Suitable for:	New and existing businesses based in Co. Wicklow
Full outline available at:	www.wicklowceb.ie/seminars

BUSINESS SKILLS COURSES

Start Your Own Business

The objective of the Start Your Own Business programme is to assist participants in assessing the viability of business ideas and in understanding the essential elements required to start up and run their own businesses.

Topics covered:

- Self-Assessment
- Preparing a Business Plan
- Researching the Market
- Sources of Funding
- Sales
- Legal Issues
- Marketing for the Small Business
- Finance
- Basic Bookkeeping
- Using IT in your Business

Course 1

Location: Wicklow County Campus, Rathnew
Commences: Wednesday 29th January 2014
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Jacqui McNabb, Your Business Resource
Places Available: 15
Full outline available: www.wicklowceb.ie/training

Course 2

Location: Glenview Hotel, Glen o'the Downs
Commences: Tuesday 4th March 2014
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Jacqui McNabb, Your Business Resource
Places Available: 18
Full outline available: www.wicklowceb.ie/training

Course 3

Location: Wicklow County Campus, Rathnew
Commences: Tuesday 13th May 2014
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Jacqui McNabb, Your Business Resource
Places Available: 15
Full outline available: www.wicklowceb.ie/training

INVESTIGATING YOUR BUSINESS IDEA

The aim of this Saturday morning workshop is to arm participants with tools required to take their new idea through various investigative stages of research, right through to commercialising their idea. The morning will include guidelines on prototype development, protection of intellectual property and market research.

Course 1

Date:	Saturday 25th January 2014
Location:	The Glenview Hotel, Glen o'the Downs
Duration:	One Saturday morning ONLY
Time:	9.30am – 1.30pm
Cost:	€10
Trainer:	Yvonne Scully, Bia Kid
Places Available:	12
Suitable for:	Anyone with a new business idea they need to investigate – either in a new or existing business
Full outline available:	www.wicklowceb.ie/training

Course 2

Date:	Saturday 1st March 2014
Location:	Arklow Bay Hotel, Sea Road, Arklow
Duration:	One Saturday morning ONLY
Time:	9.30am – 1.30pm
Cost:	€10
Trainer:	Terence Daly, Think Twice
Places Available:	12
Suitable for:	Anyone with a new business idea they need to investigate – either in a new or existing business
Full outline available:	www.wicklowceb.ie/training

Course 3

Date:	Saturday 26th April 2014
Location:	The Glenview Hotel, Glen o'the Downs
Duration:	One Saturday morning ONLY
Time:	9.30am – 1.30pm
Cost:	€10
Trainer:	Terence Daly, Think Twice
Places Available:	12
Suitable for:	Anyone with a new business idea they need to investigate – either in a new or existing business
Full outline available:	www.wicklowceb.ie/training

DRIVING YOUR OWN PR CAMPAIGN

This one-day workshop should arm participants with the straightforward tools they need to create their own press releases, generate their own industry specific lists of editors and key public relations contacts, photography styling techniques for targeting the press, writing newsletters, locating sponsorship and making the most of competitions, exhibitions and conferences from a PR perspective.

Location:	Parkview Hotel, Newtownmountkennedy
Starts:	Wednesday 26th February 2014
Duration:	1 Full Day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Adrienne Ferguson, Engage Ireland
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

FIGURING OUT YOUR PRICING STRATEGY

Tackling your pricing strategy for either a product or a service incorporates two schools of thought. In addition to ensuring that your prices cover your costs and include a margin for profit, the challenge is to tie that in with your competitors and market demand. This one-day course will cover pricing as a subject from both angles, ensuring that you are pricing yourself as competitively as possible while maximising profit potential.

Location:	Parkview Hotel, Newtownmountkennedy
Dates:	Thursday 13th March 2014
Duration:	1 Full Day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Tessa O'Connell, Brand Edge Ltd & Sean Fleming, Financial Clarity
Places Available:	15
Suitable for:	Owners or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.wicklowceb.ie/training

CONFIDENT SELLING

To provide the participants with practical selling skills & techniques, covering: how to create an effective sales plan; prospect effectively; cold call with results; structure an efficient sales call; deal with objections effectively; use influencing & negotiation strategies and tactics; improve selling skills to increase sales.

Location:	Parkview Hotel, Newtownmountkenny
Date:	Thursdays 3rd & 10th April 2014
Time:	9.30am – 5.00pm
Duration:	2 Full Days
Cost:	€80
Places available:	15
Trainer:	Terry Harmer, NLC Training
Suitable for:	Owners/Managers of Wicklow based businesses
Full outline available:	www.wicklowceb.ie/training

FOOD ACADEMY – FOOD KNOWLEDGE FOR GROWTH



In late autumn 2013, Wicklow County Enterprise Board successfully ran one of the first pilot courses for the Food Academy Start programme. The content for Food Academy Start was designed by Bord Bia in partnership with Musgraves, through the SuperValu brand. Building on the success of the pilot, Wicklow CEB will run a second Food Academy programme, should there be sufficient demand. Different modules cover The Market, The Consumer, Production, Financing, Distribution & Marketing, all through classroom based learning in addition to one-to-one mentoring.

Please email enterprise@wicklowceb.ie to register your interest

Time:	3 full days, plus mentoring
Places Available:	12
Suitable for:	Food businesses (preferably who have tested the market already) who are ready to increase their capacity by taking on the multiples market
For more information:	Please Contact Wicklow CEB directly

BOOTSTRAPPING – A WORKSHOP ON LEAN TECH START-UP

Following on from the success of last November's Technology Seminar featuring local serial tech entrepreneur Patricia O'Sullivan, we would like to offer a workshop to anyone interested in starting a new technology business in 2014. Patricia will talk you through the efficient process involved in testing an idea when you have very little funding – and even when you have very little ability to code. Please note that this workshop will only be run if there is sufficient demand.

Please email enterprise@wicklowceb.ie to register your interest.

Time:	One half-day
Places Available:	12
Suitable for:	Anyone with an idea for a technology business but very little funds to test the feasibility and/or no ability to code.
For more information:	Please Contact Wicklow CEB directly

BUSINESS IT COURSES

Before booking onto one of our computer courses, please make sure you check the level of IT skills required to get the most out of the course, to ensure that it is neither too basic nor too difficult for your level of proficiency. Please feel free to talk to a member of staff before booking a place – just call us on 0404 30800. An online questionnaire or telephone interview with your trainer must be completed before each course commences.

DESIGN YOUR OWN WEBSITE USING WORDPRESS

This course aims to introduce participants to the skills needed to develop a low-cost web presence. The course will utilise many freely available software solutions, including some easy to use templates from Open Source options and will focus on the practical side of designing a small business website from scratch. The course will also cover how to integrate forms, and include videos and social media on your website.

Course 1

Location:	Wicklow County Campus, Rathnew
Commences:	Wednesday 19th February 2014
Duration:	3 consecutive Wednesdays
Times:	9.30am – 5pm
Cost:	€120
Trainer:	Dorcas Réamonn, Talent Pool
Places Available:	12
Full outline available:	www.wicklowceb.ie/training
Suitable for:	Owner managers or key staff of Wicklow based businesses who are experienced in the advanced use of MS Word (or equivalent document editing software) and comfortable using online systems software

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences:	Wednesday 30th April 2014
Duration:	3 consecutive Wednesdays
Times:	9.30am – 5pm
Cost:	€120
Trainer:	Dorcas Réamonn, Talent Pool
Places Available:	12
Full outline available:	www.wicklowceb.ie/training
Suitable for:	Owner managers or key staff of Wicklow based businesses who are experienced in the advanced use of MS Word (or equivalent document editing software) and comfortable using online systems software.

STARTING A SOCIAL MEDIA CAMPAIGN FOR YOUR BUSINESS

Having a social media campaign is a highly cost effective way of promoting your brand and engaging with your target market online. Through media such as Facebook, Twitter and LinkedIn, businesses are developing stronger relationships with their customer base all over the world. This one-day course will introduce social media to those who have not used it as a business tool to date. **Please note: Participants need to have set up a personal Facebook & Twitter account before attending this course. The training day is about setting up a social media presence for your business.**

Course 1

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 7th February 2014
Duration:	1 Full Day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	QED Training
Places Available:	12
Capability Required:	Owner managers or key staff of Wicklow based businesses who are experienced in the advanced use of MS Word (or equivalent document editing software) and comfortable using online systems software.
Full outline available:	www.wicklowceb.ie/training

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences:	Friday 11th April 2014
Duration:	1 Full Day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn, Talent Pool
Places Available:	12
Capability Required:	Owner managers or key staff of Wicklow based businesses who are experienced in the advanced use of MS Word (or equivalent document editing software) and comfortable using online systems software.
Full outline available:	www.wicklowceb.ie/training

SOCIAL MEDIA FOR ADVANCED USERS

This course is aimed at proficient users of social media (such as Facebook, Twitter, LinkedIn and Blogs), who wish to use the more advanced businesses tools available, for example social media advertising, apps and analytics. **Please note: it is not advisable to attend this course unless you have at least 200 fans on a business Facebook page or 200 followers on Twitter.**

Course 1

Location: Wicklow County Campus, Rathnew
Commences: Friday 21st March 2014
Duration: 1 Full Day
Times: 9.30am – 5pm
Cost: €50
Trainer: QED Training
Places Available: 12
Capability Required: Strong computer & online skills. Participants should already be using Social Media in their business, with at least 200 fans on Facebook or 200 followers on Twitter to participate in this course.

Full outline available: www.wicklowceb.ie/training

Course 2

Location: Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences: Friday 16th May 2014
Duration: 1 Full Day
Times: 9.30am – 5pm
Cost: €50
Trainer: Dorcas Réamonn, Talent Pool
Places Available: 12
Capability Required: Strong computer & online skills. Participants should already be using Social Media in their business, with at least 200 fans on Facebook or 200 followers on Twitter to participate in this course.

Full outline available: www.wicklowceb.ie/training

INCREASING TRAFFIC TO YOUR WEBSITE – SEO FOR BEGINNERS

Having a website that ranks high on internet search engines is imperative for small businesses. This course will demonstrate how to use search engine optimisation (SEO) to drive customers to your website. Both free listing techniques and pay-per-click listings will be covered. A vital course for anyone that has invested in a website, yet doesn't feel they are generating enough traffic to it. It is advisable that participants attending this course already have a business website set up.

Course 1

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 31st January 2014
Duration:	1 Full Day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn, Talent Pool
Places Available:	12
Capability Required:	Participants should have a business website already set up, and wish to learn how to optimise it. A good IT Knowledge and familiarity with the internet is also required.
Full outline available:	www.wicklowceb.ie/training

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences:	Friday 28th March 2014
Duration:	1 Full Day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	QED Training
Places Available:	12
Capability Required:	Participants should have a business website already set up, and wish to learn how to optimise it. A good IT Knowledge and familiarity with the internet is also required.
Full outline available:	www.wicklowceb.ie/training

ADVANCED SEO (SEARCH ENGINE OPTIMISATION)

This course has been devised as an advanced version of the 'Increasing Traffic to Your Website' course. It is only suitable for those who have a good website set up and have used SEO (search engine optimisation) techniques to gain significant traffic, but now wish to convert these visitors to customers/sales. Learn how to increase conversion rates on your website and persuade your visitors to make that all important Call to Action. Improve the user experience of your site with techniques such as user-centred design and usability testing. Discover how to reduce shopping cart abandonment by making forms painless. **Please note: Participants must have a business website set up which generates significant traffic in order to attend this course.**

Course 1

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 28th February 2014
Duration:	1 day only
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn, Talent Pool
Places Available:	12
Capability Required:	Owner managers or key staff of Wicklow based businesses who are experienced in SEO and already have significant traffic to their website
Full outline available:	www.wicklowceb.ie/training

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences:	Friday 2nd May 2014
Duration:	1 day only
Times:	9.30am – 5pm
Cost:	€50
Trainer:	QED Training
Places Available:	12
Capability Required:	Owner managers or key staff of Wicklow based businesses who are experienced in SEO and already have significant traffic to their website
Full outline available:	www.wicklowceb.ie/training

ADDITIONAL eCOMMERCE MODULE FOR WORDPRESS ATTENDEES

Those who have completed a Wordpress course with Wicklow CEB, or have an existing Wordpress site and are looking to "plug in" an eCommerce facility, may like to attend a one-day workshop on learning the basics to add your products to an online shop. Options such as WooCommerce or Shopify will be covered.

Please email enterprise@wicklowceb.ie to register your interest.

Date:	(Possibly) May 2014
Duration:	1 Full Day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn
Places Available:	12
Suitable for:	Owner managers or key staff of Wicklow based businesses who are experienced in the advanced use of MS Word (or equivalent document editing software) and comfortable using online systems software.
Full outline available:	www.wicklowceb.ie/training



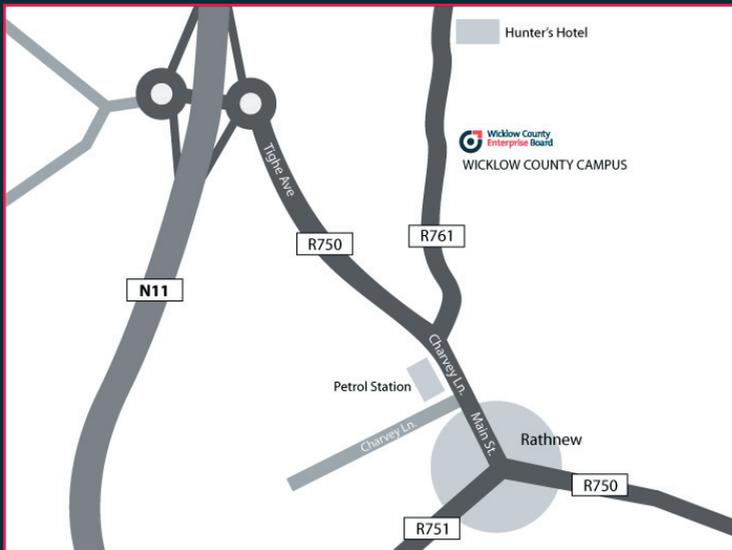
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HOW TO BOOK

Bookings can be made online via our website
Please visit www.wicklowceb.ie/training

You can pay online with:
Credit card or Debit card or by cheque



If you do not wish to book/pay online, please contact:
Wicklow County Enterprise Board
Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow
Ph: 0404 30800 Email: enterprise@wicklowceb.ie



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