



# Oifig Fiontair Áitiúil

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## Local Enterprise Office

Oifig Fiontair Áitiúil Cill Mhantáin

Local Enterprise Office Wicklow



## Autumn / Winter 2014 TRAINING BROCHURE

*...Is spéis linn do ghnó*  
*...Let's talk business*

## Seminars/Events

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## SEMINARS

### Public Procurement for SMEs – How to Tender and Win

Public procurement is an area often neglected by small/medium and micro businesses in Ireland. Yet the public sector procurement market is a significant one for SMEs, with the value of such contracts on the island of Ireland estimated at €16 billion per annum (approximately 10% of GDP). At this seminar, experts in the area of government procurement will describe the structure of public bodies in Ireland (North and South), explain how RFTs (requests for tenders) work, look at how to find the best tender opportunities, and advise on selecting tenders that are relevant to your business. Every business can tender for government contracts of some sort – from smaller, local opportunities, to pitching as part of a collaborative/consortium bid for a larger project. This seminar is designed to be of particular relevance to Local Enterprise Office clients – that is, SMEs with one to ten employees. Jargon terms will be explained, as will legislative requirements, and topics such as obtaining feedback on unsuccessful bids, and getting external help will also be covered.

<b>Location:</b>	Parkview Hotel, Newtownmountkennedy
<b>Date:</b>	To be confirmed
<b>Time:</b>	2pm – 5pm
<b>Cost:</b>	Free of charge
<b>Places Available:</b>	80
<b>Suitable for:</b>	New and existing businesses based in Co. Wicklow
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## BUSINESS TRAINING 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 & Social Media

#### Course 1

<b>Location:</b>	Glenview Hotel, Glen o'the Downs
<b>Commences:</b>	Tuesday 16th September 2014
<b>Duration:</b>	10 weeks, one evening per week
<b>Times:</b>	7pm – 10pm
<b>Cost:</b>	€80
<b>Trainer:</b>	Cosmo Mellon & David O'Reilly, Talentpool Ltd.
<b>Places Available:</b>	18
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

#### Course 2

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Commences:</b>	Tuesday 30th September 2014
<b>Duration:</b>	10 weeks, one evening per week
<b>Times:</b>	7pm – 10pm
<b>Cost:</b>	€80
<b>Trainer:</b>	Jacqui McNabb, Your Business Resource
<b>Places Available:</b>	15
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

#### Course 3

<b>Location:</b>	Arklow Business Enterprise Centre, Arklow
<b>Commences:</b>	Wednesday 15th October 2014
<b>Duration:</b>	10 weeks, one evening per week
<b>Times:</b>	6pm – 9pm
<b>Cost:</b>	€80
<b>Trainer:</b>	QED Training Ltd.
<b>Places Available:</b>	15
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## Investigating Your Business Idea

The aim of this one-day course is to arm participants with tools required to take their new idea through various investigative stages of research, through to a plan to commercialise their idea. The course will include guidelines on prototype development, protection of intellectual property and market research.

### Course 1

<b>Location:</b>	The Glenview Hotel, Glen o'the Downs
<b>Date:</b>	Saturday 20th September 2014
<b>Duration:</b>	One day
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€20
<b>Trainer:</b>	Yvonne Scully, Yvonne Scully & Associates
<b>Places Available:</b>	12
<b>Suitable for:</b>	Anyone with a new business idea they need to investigate – either in a new or existing business
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

### Course 2

<b>Location:</b>	The Glenview Hotel, Glen o'the Downs
<b>Date:</b>	Saturday 18th October 2014
<b>Duration:</b>	One day
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€20
<b>Trainer:</b>	Terry Daly, Think Twice
<b>Places Available:</b>	12
<b>Suitable for:</b>	Anyone with a new business idea they need to investigate – either in a new or existing business
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

### Course 3

<b>Location:</b>	The Glenview Hotel, Glen o'the Downs
<b>Date:</b>	Saturday 15th November 2014
<b>Duration:</b>	One day
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€20
<b>Trainer:</b>	Thomas Cullen, Abacus Business Coaching
<b>Places Available:</b>	12
<b>Suitable for:</b>	Anyone with a new business idea they need to investigate – either in a new or existing business
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Marketing For SMEs

This training course will cover the essentials of marketing a business using a tightly controlled budget. Participants will be shown how to develop their overall marketing strategy, including branding, market research, building an online presence, and other practical marketing techniques that help to strengthen and grow businesses in challenging times. (Note: the use of social media as a marketing tool will be dealt with in more depth in the separate social media courses).

<b>Location:</b>	Parkview Hotel, Newtownmountkennedy
<b>Starts:</b>	Wed 5th & Wed 12th November 2014
<b>Duration:</b>	2 full days
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€80
<b>Trainer:</b>	Yvonne Scully, Yvonne Scully & Associates
<b>Places Available:</b>	15
<b>Suitable for:</b>	Owners and/or key staff of businesses located in Co. Wicklow
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## TAX & VAT For Start-Up Businesses

The aim of this course is to provide each participant with a clear understanding of their responsibilities to the Revenue Commissioners as a self-employed person/ltd. co. director/partner. Participants will gain an understanding of how their business fits into the tax & VAT system, a better handle on the advantages & disadvantages of setting up as a limited company, sole trader or partnership, how to make a VAT return, and how to complete self-assessment as a self employed person. The Revenue Online System (ROS) will be covered, since it is now mandatory that businesses interact with Revenue Commissioners electronically via ROS.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Dates:</b>	Wednesday 1st & 8th Oct [full days] and Wed 22nd Oct [morning]
<b>Duration:</b>	2.5 days
<b>Time:</b>	9.30am – 5.30pm [morning: 9.30am – 1pm]
<b>Cost:</b>	€120
<b>Trainer:</b>	Emma Mc Kernan, Mc Kernan & Co.
<b>Places Available:</b>	15
<b>Suitable for:</b>	Owners and/or accounts staff of businesses located in Co. Wicklow
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

# Specifically for Craftspeople and Designers of Co. Wicklow...

In conjunction with the

## Design & Craft Council of Ireland

### Product Design & Branding For Craftspeople

This one-day workshop will explore the core values and building blocks, for creating exciting and relevant products, by helping to define you, your brand and your customer. The workshop facilitators will help you to build the criteria for designing meaningful products and will explain how to put this into practice, so it resonates with your key customers. Brand structure, product design, production management, packaging and resourcing will all be covered.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Wednesday 10th September 2014
<b>Duration:</b>	One day
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€50
<b>Places available:</b>	15
<b>Trainer:</b>	Simon Dennehey, Perch & Jordan Ralph Design
<b>Suitable for:</b>	Craftspeople whose businesses are located in Co. Wicklow
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

### Costing & Pricing For Craftspeople

This workshop is designed to help participants understand how to determine the accurate cost price and the right selling price for their products and services. It is a practical workshop designed to get existing businesses to reflect and discuss how they currently cost and price their products and services. For new creative start-ups it is an opportunity to understand the factors that affect costing and pricing and to help them to structure their business model to address those factors.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Thursday 18th September 2014
<b>Duration:</b>	One day
<b>Time:</b>	9.30am – 5.30pm
<b>Cost:</b>	€50
<b>Places available:</b>	15
<b>Trainer:</b>	Marian Mc Donald, Lifeline Business Training
<b>Suitable for:</b>	Craftspeople whose businesses are located in Co. Wicklow
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## COMPUTER TRAINING 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.

### Social Media For Your Business - Beginners

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, to be familiar with both applications. However, this training day is about setting up a social media presence for your *business, not for personal use*.

#### Course 1

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Commences:</b>	Wednesday 24th September 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Dorcas Réamonn, Talent Pool
<b>Places Available:</b>	12
<b>Suitable for:</b>	Owner managers or key staff of Wicklow based businesses that are familiar with using social media, but now wish to use it for business.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

#### Course 2

<b>Location:</b>	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
<b>Commences:</b>	Monday 17th November 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Noel Davidson/Michael Keogh, QED Training Ltd.
<b>Places Available:</b>	12
<b>Suitable for:</b>	Owner managers or key staff of Wicklow based businesses that are familiar with using social media, but now wish to use it for business.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Social Media For Your Business - Advanced

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

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Commences:</b>	Wed 15th Oct 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Dorcas Reamonn, Talentpool Ltd
<b>Places Available:</b>	12
<b>Capability Required:</b>	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.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

### Course 2

<b>Location:</b>	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
<b>Commences:</b>	Friday 14th Nov 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Noel Davidson/Michael Keogh, QED Training Ltd.
<b>Places Available:</b>	12
<b>Capability Required:</b>	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.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Search Engine Optimisation - Intermediate

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

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Commences:</b>	Tues 11th Nov 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Dorcas Reamonn, Talentpool Ltd.
<b>Places Available:</b>	12
<b>Capability Required:</b>	Participants should have a business website already set up, and wish to learn how to optimise it. Some experience of attempting a pay-per-click application such as Google adwords, and familiarity with the concepts of organic SEO/metatags would be highly advisable.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

### Course 2

<b>Location:</b>	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
<b>Commences:</b>	Thursday 4th Dec 2014
<b>Duration:</b>	One full day
<b>Times:</b>	9.30am – 5pm
<b>Cost:</b>	€50
<b>Trainer:</b>	Noel Davidson/Michael Keogh, QED Training Ltd.
<b>Places Available:</b>	12
<b>Capability Required:</b>	Participants should have a business website already set up, and wish to learn how to optimise it. Some experience of attempting a pay-per-click application such as Google adwords, and familiarity with the concepts of organic SEO/metatags would be highly advisable.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## ADVANCED BUSINESS SKILLS TRAINING PROGRAMME

### The Management Development Programme

This in-depth management programme has been running in Co. Wicklow for over fifteen years. Over this time the MDP, as it is known, has assisted more than 250 Owner-Managers of small & medium businesses to significantly increase their capabilities, and helped them to work more on their business and less in their business. Core modules covered include: strategic positioning, sales management, planning for expansion, pricing, management-level finance, negotiation skills, and human resource management. The course will be delivered by Blaise Brosnan, Management Resource Institute. Blaise has delivered the MDP for the past number of years in Co. Wicklow and has received excellent feedback from participants who appreciate his ability to relate to them and their businesses. This course is accredited by the Institute of Technology Carlow, and the course fee is highly subsidised by the Local Enterprise Office, Wicklow. Four one-to-one mentoring visits are included.

Please note that you cannot book online for the MDP; contact the Local Enterprise Office Wicklow to complete a separate Application Form for this course.

<b>Location:</b>	The Glenview Hotel, Glen o'the Downs
<b>Date:</b>	Thursday 25th September 2014
<b>Duration:</b>	24 consecutive Thursday evenings [September 2014 – March 2015]
<b>Times:</b>	7pm – 10pm
<b>Cost:</b>	€400 [in instalments]
<b>Trainer:</b>	Blaise Brosnan, Management Resource Institute
<b>Places Available:</b>	20
<b>Capability Required:</b>	Participation on this course is restricted only to owner-managers of businesses based in Co. Wicklow that have been established for approx. 2 years or more.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>
<b>For more information and an Application Form:</b>	<a href="mailto:enterprise@leo.wicklowcoco.ie">enterprise@leo.wicklowcoco.ie</a>





# Oifig Fiontair Áitiúil

## Local Enterprise Office

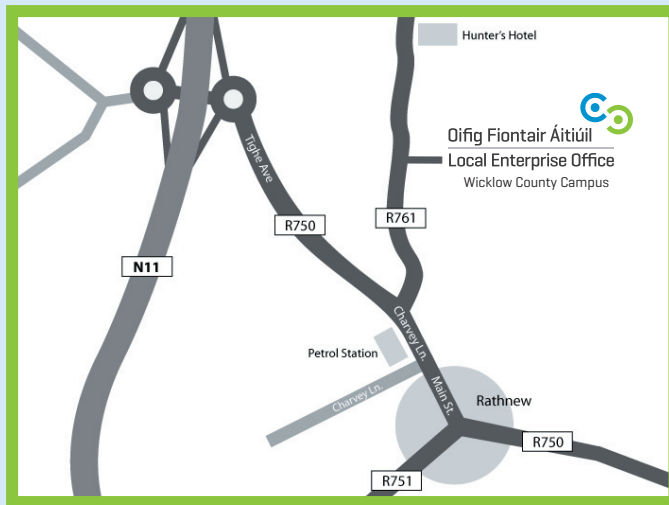
Oifig Fiontair Áitiúil Cill Mhantáin

Local Enterprise Office Wicklow

## How to Book

Bookings can be made online via our website  
Please visit [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

You can pay online with: Credit card or Debit card



If you do not wish to book/pay online, please contact:

Local Enterprise Office, Wicklow  
Wicklow County Campus  
Clermont House, Rathnew  
Co. Wicklow

Ph: 0404 30800

Email: [enterprise@leo.wicklowcoco.ie](mailto:enterprise@leo.wicklowcoco.ie)

[www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

