



Oifig Fiontair Áitiúil

Local Enterprise Office

Oifig Fiontair Áitiúil Cill Mhantáin

Local Enterprise Office Wicklow



Spring / Summer 2015
TRAINING BROCHURE

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

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SEMINARS

Local Enterprise Office Wicklow: Open Day

This Open Day focuses on local service provision, particularly all aspects of Wicklow Local Authorities services that concern SMEs such as rates setting and collection, procurement, signage, planning development and licenses for street vendors. Other relevant agencies such as Intreo, County Wicklow Partnership, The Chamber of Commerce and MicroFinance Ireland will have a stand at the open day to answer your questions.

If you have any specific business questions, you can avail of the business expertise of our business advisors during the free 30 minute business advice clinics, you can also attend two free Seminars on making that all important sale.

Seminar One: The Secret to Successful Online Trading
Seminar Two: How to Generate and Close Sales.

Location: Clermont House, Wicklow County Campus, Rathnew
Date: Wednesday, 11 March 2015
Time: 10am – 3pm
Cost: Free of charge
Suitable for: New and existing businesses based in Co. Wicklow
Full outline available at: www.localenterprise.ie/wicklow

Seminar One: The Secret to Successful Online Trading
Start: 10.30am
Speaker: Noel Davidson, QED Training Ltd.

Seminar Two: How to Generate and Close Sales
Start: 2pm
Speaker: Terry Harmer, NLC Training

Business Advice Clinics
Time: 11am – 3.00pm, every 30 minutes
Business advisors: TBC

Open Day Exhibition:
Time: 10am – 3.00pm
Venue: Main Hall, Wicklow County Campus, Rathnew

BUSINESS SKILLS 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

Location:	Wicklow County Campus, Rathnew
Commences:	Tuesday 27 January 2015
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.localenterprise.ie/wicklow

Course 2

Location:	Parkview Hotel, Newtownmountkennedy
Commences:	Thursday 5 March 2015
Duration:	10 weeks, one evening per week
Times:	7pm – 10pm
Cost:	€80
Trainer:	Cosmo Mellon & David O'Reilly, Talentpool Ltd
Places Available:	18
Full outline available:	www.localenterprise.ie/wicklow

Course 3

Location:	Brockagh Community Centre, Laragh
Commences:	Wednesday 13 May 2015
Duration:	10 weeks, one evening per week
Times:	7pm – 10pm
Cost:	€80
Trainer:	QED Training Ltd.
Places Available:	18
Full outline available:	www.localenterprise.ie/wicklow

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

Location:	The Glenview Hotel, Glen of the Downs
Date:	Saturday 7 February 2015
Duration:	One day
Time:	9.30am – 5.30pm
Cost:	€20
Trainer:	Terry 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.localenterprise.ie/wicklow

Course 2

Location:	The Arklow Bay Hotel, Arklow
Date:	Saturday 21 March 2015
Duration:	One day
Time:	9.30am – 5.30pm
Cost:	€20
Trainer:	Yvonne Scully, Yvonne Scully & Associates
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.localenterprise.ie/wicklow

Course 3

Location:	The Glenview Hotel, Glen of the Downs
Date:	Saturday 16 May 2015
Duration:	One day
Time:	9.30am – 5.30pm
Cost:	€20
Trainer:	Thomas Cullen, Abacus Business Coaching
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.localenterprise.ie/wicklow



Employment Law

This course will clarify current Employment Law in Ireland, detailing employers' and employees' rights and responsibilities. An essential update for employers in the county and also suitable for prospective employers, this course will be delivered in a practical manner, with as little legal jargon as possible.

Location:	Parkview Hotel, Newtownmountkennedy
Date:	Tuesday 24 March 2015
Duration:	One day
Time:	9.30am – 5.30pm
Cost:	€50
Trainer:	Sean McGlynn, Feasa Management and Training Consultants
Places Available:	18
Suitable for:	Owners and/or key staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow

Drive 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, techniques for targeting the press, writing newsletters, locating sponsorship and making the most of competitions, exhibitions and conferences from a PR perspective.

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 26 February 2015
Duration:	One day
Time:	9.30am – 5.30pm
Cost:	€50
Trainer:	Sarah Bohan, Engage Ltd
Places Available:	18
Suitable for:	Owners and/or staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow

Bookkeeping for Small Businesses

The aim of this course is to provide participants with an in-depth understanding of basic accounting principles as well as a comprehensive working knowledge of their obligations to Revenue, including an overview of the now mandatory use of the Revenue Online System (ROS). Topics covered will include Debtors & Creditors, Bank Reconciliation, Expenses, Assets, Liabilities, Profit & Loss Accounts and Balance Sheets, amongst others.

This course will complement Bookkeeping using Excel, a one-day computer training course, details of which can be found later in this brochure. We have kept the two courses separate, so participants do not have to complete both courses if they are already proficient in one area.

Course 1

Location:	Wicklow County Campus, Rathnew
Dates:	Wednesday 11 & 18 February [full days] and Wed 25 Feb [morning] 2015
Duration:	2.5 days
Times:	9.30am – 5.30pm [morning : 9.30am – 1pm]
Cost:	€100
Places available:	15
Trainer:	Sarah McGuinness, SM Accounting Solutions
Suitable for:	Owners and/or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow

Course 2

Location:	Wicklow County Campus, Rathnew
Dates:	Tuesday 28 April & 5 May [full days] and Tuesday 12 May [morning] 2015
Duration:	2.5 days
Times:	9.30am – 5.30pm [morning: 9.30am – 1pm]
Cost:	€100
Places available:	15
Trainer:	Emma Mc Kernan, Mc Kernan & Co.
Suitable for:	Owners and/or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow



In conjunction with



Public Procurement for SMEs - Go-2-Tender Lite

'Go-2-Tender Lite' is designed to be a practical workshop, aimed specifically at small business owners/sole traders that have never completed a tender before. It aims to demystify the procedures around pitching for, and ultimately winning some of the 'below threshold' [i.e. below €25k] work that Local Authorities and other Government Bodies/Agencies contract out. The workshop is also suitable for new start-ups that are looking into public procurement as a possible future option.

This workshop is being delivered as a pilot workshop, the first of its kind in Ireland. It has been developed by InterTradelreland and the Local Enterprise Office Wicklow, as a joint initiative, following on from a successful information seminar on the topic which took place in Wicklow in November 2014. The workshop is part of the Local Government Strategic Procurement Office's work to actively encourage small businesses on the island of Ireland to engage in public procurement.

Location:	Wicklow County Campus, Rathnew
Date:	Tuesday 3 February 2015
Duration:	Half day + 1 hour mentoring session that afternoon
Time:	9.30am - 1pm (individual mentoring 2pm - 6pm, 1 hour per participant)
Cost:	€15
Places available:	12
Trainer:	Bid Management Services Ltd, Managing Agents for InterTradelreland's 'Go-2-Tender' Programme
Suitable for:	Owners and/or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow

It is intended, depending on demand, to run a series of these Go-2-Tender Lite Workshops during 2015.

If this first workshop is oversubscribed you can register your interest for a future workshop at enterprise@leo.wicklowcoco.ie

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

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 12 February 2015
Duration:	One full day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn, Talent Pool Ltd.
Places Available:	12
Suitable for:	Owner managers or key staff of Wicklow based businesses that are familiar with using social media, but now wish to use it for business.
Full outline available:	www.localenterprise.ie/wicklow

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Date:	Tuesday 21 April 2015
Duration:	One full day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Noel Davidson/Michael Keogh, QED Training Ltd.
Places Available:	12
Suitable for:	Owner managers or key staff of Wicklow based businesses that are familiar with using social media, but now wish to use it for business.
Full outline available:	www.localenterprise.ie/wicklow



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

Location:	Wicklow County Campus, Rathnew
Date:	Tuesday 3 March 2015
Duration:	One full day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Dorcas Réamonn, Talentpool Ltd
Places Available:	12
Capability Required:	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.
Full outline available:	www.localenterprise.ie/wicklow

Course 2

Location:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Date:	Thursday 7 May 2015
Duration:	One full day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Noel Davidson/Michael Keogh, QED Training Ltd.
Places Available:	12
Capability Required:	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.
Full outline available:	www.localenterprise.ie/wicklow

Bookkeeping using Excel

This one-day course will cover all the working elements of setting up a simple bookkeeping system on Microsoft Excel. The course works in conjunction with Bookkeeping for Small Business, which covers basic accounting principles.

We have kept the 2 courses separate, so that participants do not have to complete both courses if they are already proficient in one area. It would be imperative that participants who are not completing the theory course ensure they have a strong understanding of Bookkeeping principles before undertaking this one-day computer course.

Course 1

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 9 April 2015
Duration:	One full day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Sarah McGuinness, SM Accounting Solutions.
Places Available:	15
Capability Required:	Familiarity with Excel and a strong knowledge of Bookkeeping principles.
Suitable for:	Owners and/or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow

Course 2

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 21 May 2015
Duration:	One full day
Times:	9.30am – 5pm
Cost:	€50
Trainer:	Emma Mc Kernan, Mc Kernan & Co.
Places Available:	15
Capability Required:	Familiarity with Excel and a strong knowledge of Bookkeeping principles
Suitable for:	Owners and/or accounts staff of businesses located in Co. Wicklow
Full outline available:	www.localenterprise.ie/wicklow



ADVANCED BUSINESS SKILLS TRAINING PROGRAMME

Bord Bia Food Academy – Food Knowledge for Growth



Since autumn 2013, Local Enterprise Office Wicklow has successfully run two 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 previous courses, LEO Wicklow will run a third Food Academy programme, should there be sufficient demand. Different modules cover The Market, The Consumer, Production, Financing, Distribution & Marketing, through classroom based learning and to one-to-one mentoring.

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 27 February 2015
Duration:	4 full days, plus mentoring
Time:	9.30am - 5pm
Trainer:	James Burke & Associates
Cost:	€150, payable in three instalments. A €50 deposit is required when booking online
Places Available:	12
Capability Required:	Food businesses (preferably who have tested the market already) who are ready to increase their capacity by taking on the multiples market.
Full outline available:	www.localenterprise.ie/wicklow
For more information:	Please contact LEO Wicklow directly: Tel: 0404 30800 Or email enterprise@leo.wicklowcoco.ie

The Accelerate Programme: Finding and Keeping Customers (Marketing)

The objective of this module of the Accelerate Programme [developed by Enterprise Ireland] is to help you define your ideal customer groups and identify how to target them for sales growth and the cost effective methods you can use to successfully increase your profitable sales.

One of the outcomes from this Accelerate module is the development of a clear and simple marketing plan for your business.

After this module you will be able to

- Create a value proposition
- Profile your current and target customers
- Research customers, competitors and markets
- Select a suitable marketing mix for your business
- Understand the practical marketing and promotional tools and be able to use these effectively to sustain and grow your business.

Location:	Wicklow County Campus, Rathnew for both mentoring and training.
Date:	Friday 24 April 2015 Mentoring Days: One hour of your time on either Friday 10 or Friday 17 April 2015 between 9am and 5.30pm
Duration:	1 hour of one-to-one mentoring per participating business, in advance of a one full day training course
Times:	9.30am till 5.30pm
Cost:	€50
Trainer:	Mary Harrison, Optimum
Places Available:	12
Suitable for:	Owner managers or key staff of Wicklow based businesses that have been trading for more than 18 months approximately.





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Local Enterprise Office

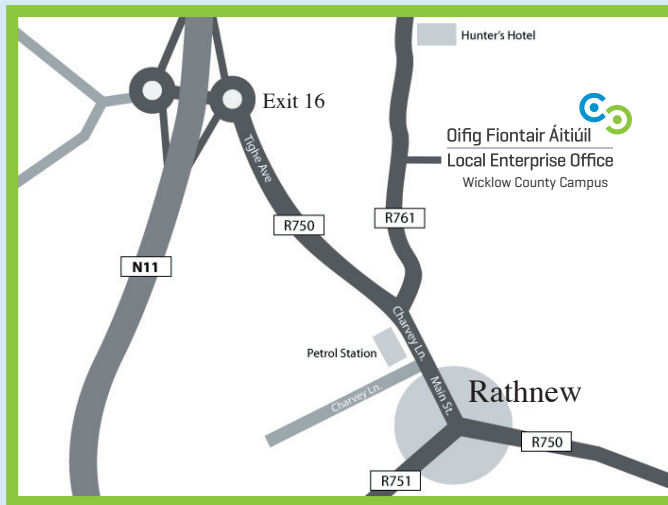
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Local Enterprise Office Wicklow

How to Book

Bookings can be made online via our website
Please visit 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
www.localenterprise.ie/wicklow



Clár Chistí Struchtúracha agus
Infheistíochta AE na hÉireann
2014 - 2020

Cómhaoinithe ag Rialtas na hÉireann
agus ag an Aontas Eorpach



European Union
European Regional
Development Fund

