



Wicklow County
Enterprise Board



AUTUMN / WINTER 2010

TRAINING BROCHURE

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

*Alternatively, contact the office on 0404 30800
for assistance on how to book a course.*



SEMINARS/EVENTS

SEMINARS:

- September SEMINAR – 5 Steps to Becoming Self-Employed
- October SEMINAR – Where Can an SME Business Access Funding?
- December SEMINAR – Budget 2011 Breakfast Briefing
- Business NETWORKS – Remaining dates for 2010

BUSINESS TRAINING COURSES

START-UP BUSINESS SKILLS COURSES:

- Start Your Own Business (Glen o'the Downs)
- 50+ Start Your Own Business (Glen o'the Downs)
- Start Your Own Business (Rathnew)
- Start Your Own Business (Arklow)
- Tax & VAT for Start-Ups (Rathnew)
- Bookkeeping For Small Businesses (Rathnew)
- WORKSHOPS – Investigating Your Business Idea (Glen o'the Downs)

ESTABLISHED BUSINESSES COURSES:

- Management Development Programme (Glen o'the Downs)
- How to Increase Sales in your Business (Blessington)
- A Step by Step Guide to Accessing Finance (Bray)
- Driving your own PR Campaign (Arklow)
- Figuring out your Pricing Strategy (Rathnew)
- How to Start Exporting (Bray)

COMPUTER TRAINING COURSES

COMPUTER COURSES:

- E-Commerce & My Business
- SAGE Line 50
- Bookkeeping using Excel
- Driving Traffic to your Website
- Low Cost Web Design for Start-Ups
- Design your own Social Media Campaign

All computer training courses take place at Wicklow County Campus, Rathnew

SEMINAR: 5 STEPS TO BECOMING SELF-EMPLOYED**One Afternoon**

Many more people are considering self-employment at the moment, which poses a host of questions such as, "Can I do this?" In a highly interactive workshop, Rob Marr of Catalyst Consulting will work through 5 main steps to becoming self employed, from "Will anyone want to buy what I am selling?" to "How do I pick a good accountant?" Rob uses proven techniques, real life experience and a "Dragon's Den" approach to kick starting your business.

Location:	Glenview Hotel
Date:	Wednesday 1st September
Time:	1pm – 5pm
Speaker:	Rob Marr, Catalyst www.consultcatalyst.ie
Cost:	Free of charge
Places Available:	40 Max.
Suitable for:	Individuals who are considering setting up their own business and are wondering where to start
Full outline available at:	www.wicklowceb.ie/seminars

SEMINAR: WHERE CAN AN SME BUSINESS ACCESS FUNDING?**One Afternoon**

This Seminar will examine the options available to small and medium businesses (SMEs) wishing to raise funds to grow their businesses (primarily aimed at existing businesses). The Seminar will be presented by two of Ireland's experts, concentrating on different angles of the topic. John Finn will focus on the macro perspective, by painting a picture of the overall climate for lending to SMEs in Ireland at present, concentrating on banks and credit unions, and their lending norms, fees and margins, documentation requirements and attitude to risk. Lar Burke will look at things from the perspective of the SME (the borrower) and deal with cash flow analysis, government grants, venture capitalists, private investment and 'business angels,' and will present a role play of an actual investment pitch. There will be time for Q&A after the speakers' presentations.

Location:	Parkview Hotel, Newtownmountkenny
Date:	Thursday 14th October
Time:	2pm – 5pm
Speakers:	John Finn, Treasury Solutions www.treasurysolutions.ie and Lar Burke, Lar Burke & Assoc. www.companymoney.ie
Cost:	Free of Charge
Places Available:	80
Suitable for:	All Wicklow based businesses with less than 10 employees
Full outline available at:	www.wicklowceb.ie/seminars

SEMINAR: BUDGET BREAKFAST BRIEFING 2011

One Morning

The Annual Wicklow CEB Budget Briefing provides an overview of the Minister for Finance's decisions in relation to the national Budget for the coming year. Once again Wicklow County Enterprise Board will host a budget breakfast in conjunction with taxation and economy experts the morning after the budget is announced. Please check back on our website regularly for date and time details once the Dept. of Finance announces the timeline for Budget 2011. Please note that booking is essential, as a hot breakfast will be served.

Location:	Glenview Hotel, Glen o'the Downs
Date:	To Be Confirmed, the morning after the budget is announced
Time:	7:30am – 9am
Cost:	€15, including hot breakfast buffet
Places Available:	80
Suitable for:	Owner-Managers of businesses based in Co. Wicklow
Full outline available at:	www.wicklowceb.ie/seminars

BUSINESS NETWORKS: REMAINING DATES FOR 2010

OWNER MANAGER NETWORK

Open to all owner managers of businesses in County Wicklow, membership of this network costs just €60 for the full year. Meetings are held at the Glenview Hotel at 7:30am where a light breakfast is served.

Remaining Dates for 2010:

Thursday 23rd September

Thursday 18th November

For further information on membership, please log on to <http://www.wicklowceb.ie/ownermanagernetwork>

NETWORK OF ENTREPRENEURIAL WOMEN

Membership of N.E.W. is open to all Wicklow based female entrepreneurs who have started and are running their own business. Membership is €80 for the year and meetings are held at the Marriott Hotel, Druid's Glen, Newtownmountkennedy, beginning at 7.15pm.

Remaining Dates for 2010:

Wednesday 1st September

Wednesday 6th October

Wednesday 1st December

For further information on membership, an application form, meetings for 2010 and who you might meet, please log on to <http://www.wicklowceb.ie/womeninbusiness>



START YOUR OWN BUSINESS

10 weeks

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: Glenview Hotel, Glen o'the Downs
Commences: Thursday 16th September
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €95
Trainer: Michael O'Neill, Omnipro (www.omnipro.ie)
Places Available: 18
Full outline available: www.wicklowceb.ie/training

Course 2:

Location: Wicklow County Campus, Clermont House, Rathnew
Commences: Tuesday 5th October
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €95
Trainer: Margaret Fitzsimons
Places Available: 15
Full outline available: www.wicklowceb.ie/training

Course 3:

Location: Arklow Business Enterprise Centre
Commences: Wednesday 13th October
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €95
Trainer: Quality Education Development, www.qedinternational.ie
Places Available: 18
Full outline available: www.wicklowceb.ie/training



50+ START YOUR OWN BUSINESS

PILOT COURSE

9 weeks

This course will provide participants born during or before 1960, with an introduction to the essential elements required to start up and run their own businesses effectively. The main content from our standard Start Your Own Business will be tailored to tackle issues more relevant to the over-50's. Please note: This is a pilot programme so places are limited and participants will be involved in a feedback process throughout the course. The training includes an End of Programme Residential Workshop & Networking Event on Friday 26th and Saturday 27th November in Co. Kildare – please contact us or download the full course outline for more details.

Location:	Glenview Hotel, Glen o'the Downs
Commences:	Saturday 25th September
Duration:	9 weeks, one Saturday morning per week PLUS end of course residential workshop
Times:	9.30am – 1pm
Cost:	€100
Trainer:	Michael O'Neill, Omnipro www.omnipro.ie
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

TAX & VAT FOR START UP BUSINESSES

4 weeks

The aim of this course is to provide each participant with a clear understanding of their responsibilities as a self-employed person, an understanding of how their business fits into the VAT system, and a better handle on the advantages & disadvantages of setting up as a limited company, sole trader or partnership. Sean Fleming will also be on hand throughout the 4 weeks to provide practical day-to-day advice on managing a business within the tax system.

Location:	Wicklow County Campus, Rathnew
Commences:	Monday 20th September
Duration:	4 weeks, one evening per week
Time:	7pm – 10pm
Cost:	€100
Trainer:	Sean Fleming, Financial Clarity
Places Available:	15
Full outline available:	www.wicklowceb.ie/training



BOOKKEEPING FOR SMALL BUSINESSES

5 weeks

Back by popular demand, 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. Topics covered will include Debtors & Creditors, Bank Reconciliation, Expenses, Assets, Liabilities, Profit & Loss Accounts and Balance Sheets, amongst others. This course will compliment Bookkeeping using Excel, a one-day computer training course, details of which can be found later in this brochure. We have kept the 2 courses separate, so participants do not have to complete both courses if they are already proficient in one area.

Location:	Wicklow County Campus, Rathnew
Commences:	Monday 1st November
Duration:	5 weeks, one evening per week
Time:	7pm – 10pm
Cost:	€125 (€100 if completed with Bookkeeping using Excel course)
Trainer:	Sarah McGuinness, SM Accounting Solutions
Places Available:	15
Suitable for:	Staff/owners of businesses less than 2 years in existence
Full outline available:	www.wicklowceb.ie/training

HOW TO INVESTIGATE YOUR BUSINESS IDEA

One Morning

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.

3 Different Dates:	Saturday 4th September OR Saturday 2nd October OR Saturday 20th November
Location:	Glenview Hotel, Glen o'the Downs
Duration:	One Saturday morning
Time:	9.30am – 1.30pm
Cost:	FREE OF CHARGE
Trainer:	Saturday 4th September with Yvonne Scully Saturday 2nd October with Sean Nulty of Dolmen/Innovator Saturday 20th November with Yvonne Scully
Places Available:	10 on each workshop
Suitable for:	Anyone with a new business idea they need to investigate – either in a new business or an existing one
Full outline available:	www.wicklowceb.ie/training

THE MANAGEMENT DEVELOPMENT PROGRAMME

Wicklow County Enterprise Board's 'flagship' course, this in-depth programme has been running in Co. Wicklow for over ten years. Over this time the MDP, as it is known, has assisted more than 170 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 Wicklow CEB. Four one-to-one mentoring visits are included.

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

Location:	The Glenview Hotel, Glen o'the Downs
Commences:	Thursday 23rd September
Duration:	24 consecutive Thursday evenings (Sep 10 – March 11)
Time:	7pm – 9.30pm
Cost:	€400
Trainer:	Blaise Brosnan, Management Resource Institute
Places Available:	20
Suitable for:	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.
Full outline available:	www.wicklowceb.ie/training

HOW TO INCREASE SALES IN YOUR BUSINESS

4 weeks

The aim of this training course is to help new business owners gain a greater understanding of the key steps involved in running a successful sales campaign. Participants will learn the necessary skills to enable them design results driven and cost efficient campaigns that will create new opportunities to win customers, maximise resources, reduce the sales cycle, achieve targets and increase sales conversion rates.

Location:	Avon Rí Conference Centre, Blessington Lakeshore Resort, Blessington
Date:	Wednesday 3rd November
Duration:	4 weeks, one evening per week
Time:	7pm – 10pm
Cost:	€100
Trainer:	Conor Kenny www.conorkenny.com
Places Available:	18
Suitable for:	Key staff and owner-managers of businesses based in Wicklow
Full outline available:	www.wicklowceb.ie/training



A STEP BY STEP GUIDE TO ACCESSING FINANCE

2 days

In the current economic climate, one of the most urgent requirements for small businesses is flexible credit facilities. This course aims to describe the main methods of accessing cash for your growing business, including: bank lending, leasing, government grants, private investment and 'business angels'. Lending criteria, stress testing and financial projections will be explained, as well as practical advice on how to present a good case for extended credit facilities to your bank manager.

Location:	Ramada Woodland Court Hotel, Bray
Commences:	Fridays 5th & 12th November
Time:	9.30am – 5pm
Duration:	2 days
Cost:	€100
Places available:	20
Suitable for:	Owners of existing businesses in Wicklow with less than 10 employees
Trainer:	Yvonne Scully
Full outline available:	www.wicklowceb.ie/training

DRIVING YOUR OWN PR CAMPAIGN

1 day

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:	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Date:	Friday 15th October
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Sarah Bohan, Engage Communications Ireland Ltd. www.engageireland.com
Places Available:	18
Suitable for:	Owners and/or key staff members of established businesses
Full outline available:	www.wicklowceb.ie/training



FIGURING OUT YOUR PRICING STRATEGY

1 day

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:	Wicklow County Campus, Clermont House, Rathnew
Date:	Thursday 25th November
Time:	9.30am – 5.00pm
Duration:	1 day
Cost:	€50
Places available:	18
Suitable for:	Owners and/or key staff members of Wicklow based businesses
Trainer:	Sean Fleming & Tessa O'Connell
Full outline available:	www.wicklowceb.ie/training

HOW TO START EXPORTING

2 days

Before embarking on an export strategy, businesses need to ensure that every area of their existing internal infrastructure is ready for possible rapid growth. This 2 day course aims to inform and prepare participant companies for exporting, including: how to approach market research in a new country, how to prepare for cultural differences, what the support network overseas is like for Irish businesses, what the best tools are for getting your business ready.

Location:	Ramada Woodland Court Hotel, Bray
Date:	Fridays 19th & 26th November
Time:	9.30am – 5.00pm
Duration:	2 days
Cost:	€100
Places available:	18
Suitable for:	Owners and / or key staff members of Wicklow based businesses
Trainer:	Peadar Tóibín of réalt* www.realtconsulting.com & Paul Reavey of Brilliant Red Consulting www.brilliantred.co.uk
Full outline available:	www.wicklowceb.ie/training



SAGE LINE 50

3 days

Using the Sage Line 50 software, this course covers all aspects of setting up a computerised accounting system from scratch, including the production of sales & purchases ledgers, nominal ledgers, credit control and VAT management. This course is aimed at established businesses and it is recommended that business owners or accounts staff attend. A basic understanding of book-keeping principles is required, as the course moves at a quick pace.

Location:	Wicklow County Campus, Rathnew
Commences:	Wednesday 8th September
Time:	9.30am – 5pm
Duration:	3 days
Fee:	€150
Places available:	15
Suitable for:	Owner-managers or accounts staff of established businesses which are based in Co. Wicklow & currently employ less than 10 people.
Trainer:	Patricia Feeny, Accounting & Management Functions Ltd
Full outline available at:	www.wicklowceb.ie/training

DRIVING TRAFFIC TO YOUR WEBSITE

1 day

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 revenue/ leads from it. It is advisable that participants attending this course already have a business website set up. Participants should set up a free Google account before attending this course, to enable them to use Google Adwords on the day.

Location:	Wicklow County Campus, Rathnew
Date:	Monday 18th October
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Requirements:	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.
Trainer:	Michael Heraghty www.heraghty.net
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

BOOKKEEPING USING EXCEL

1 day

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.

Location:	Wicklow County Campus, Rathnew
Date:	Monday 6th December
Duration:	1 day
Time:	10am – 5pm
Cost:	€50
Capability Required:	Familiarity with Excel and a basic knowledge of Bookkeeping principles
Trainer:	Sarah McGuinness, SM Accounting Solutions
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

E-COMMERCE & MY BUSINESS

1 day

All participants will attain a deep understanding of eCommerce and its relevance to their own business; the decision to engage, the implications of accepting payments online; legal considerations, financial considerations, process & operations considerations. Applicants will be provided with personalised information pertaining to their business and its eCommerce requirements.

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 12th November
Duration:	1 day
Times:	9.30am – 5pm
Cost:	€50
Capability Required:	It is advised that all owner managers considering this course should already have their own website with a view to commercialising it in the future.
Trainer:	Eugene McCann, eTailor www.etailor.ie
Places Available:	15
Full outline available:	www.wicklowceb.ie/training



LOW COST WEB DESIGN FOR START UPS

3 weeks

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, and will focus on the practical side of designing a small business website from scratch.

Location:	Wicklow County Campus, Rathnew
Commences:	Thursday 30th September
Duration:	3 consecutive Thursdays
Times:	9.30am – 5pm
Cost:	€150
Suitable for:	Owner managers and/or key staff members in new business based in Co. Wicklow
Capability Required:	Intermediate IT Knowledge, familiarity with the internet, ability to upload files and images to the web
Trainer:	Keith Bohanna, www.keithbohanna.com
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

DESIGN YOUR OWN SOCIAL MEDIA CAMPAIGN

1 day

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, LinkedIn and Blogs, businesses are developing stronger relationships with their customer base all over the world. This one-day workshop will demonstrate the vast potential of developing an online strategy to work in tandem with your business goals.

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 4th November
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Requirements:	Good computer & online skills. Participants should be comfortable with using the internet and ideally have a website presence to expand on with this course
Trainer:	Keith Bohanna, www.keithbohanna.com
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

How to Book



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

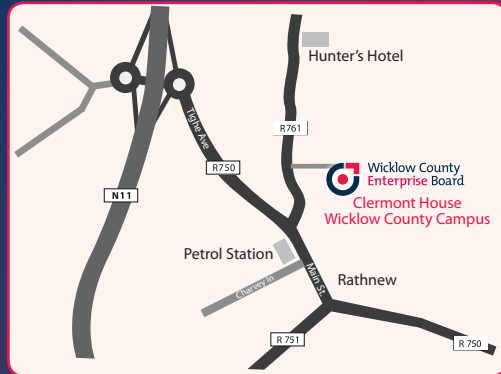
You can pay online with:
Credit card or Debit card

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

**Tamara Mulhall, Information Officer
Wicklow County Enterprise Board
Wicklow County Campus
Clermont House, Rathnew
Co. Wicklow**

**Ph: 0404 30800
Email: enterprise@wicklowceb.ie**

Please visit
www.wicklowceb.ie/training



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Ireland's EU Structural Funds
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INVESTING IN YOUR FUTURE