



Wicklow County
Enterprise Board

Training Courses for Small Business

Autumn/
Winter 2006



PLEASE NOTE: Further details on all our services, and on courses and seminars for Autumn/ Winter 2006 can be viewed on www.wicklowceb.ie.

HOW TO BOOK: Choose which courses you wish to attend and complete and return the booking form with the appropriate fee. Places on Training Courses are limited, so early booking is advisable. Seminars are open to all, with no restriction on numbers.

SEMINARS (FREE OF CHARGE)

October Seminar

PROTECTING YOUR IDEAS

(1 EVENING)

This Seminar will offer practical information on different ways to protect and exploit your business ideas and the “intellectual property” in your business, from a sales and marketing perspective (i.e. branding, inventions, unique processes & systems, market information, computer programmes, databases and software). A representative of the Patents Office, and an Intellectual Property marketing specialist will discuss in detail: Patents, Trademarks, Industrial Designs, Copyright, Licences, and the many other inexpensive ways of protecting the knowledge capital within your business.

Venue: Marriott Druids Glen Hotel,
Newtownmountkennedy
Time: 7.30pm – 9.30pm

Date: Tuesday 17th October 2006
Fee: Free

December Seminar

BUDGET 2007 – A BREAKFAST BRIEFING FOR SMALL BUSINESSES

(1 MORNING)

Now in its second year, the Budget Breakfast Briefing for small businesses in Co. Wicklow provides an overview of the Minister for Finance’s decisions in relation to the Budget for the coming year, and how these decisions will affect tax rates for businesses, pension provisions and the small business climate overall. A packed room for last year’s event means that pre-booking is essential for this Seminar. A full breakfast will be served.

Venue: Glenview Hotel, Glen o’ the Downs
Time: 7.30am – 9.00am

Date: TBC (morning after the Budget)
Fee: €15

BUSINESS TRAINING COURSES

START YOUR OWN BUSINESS

The Business Plan, Selling your Product/Service, Market Research, Funding the Business, VAT and other Taxes, Financial Projections, Customer Service.

Venue: Arklow Business Enterprise Centre
Commences: Tuesday 12th September
Time: 7.00pm – 10.00pm

Duration: 2 evenings per week
(Tuesday & Thursday) for 4 weeks
Fee: €90

Venue: Esplanade Hotel, Bray
Commences: Saturday 16th September
Time: 10.00am – 5.00pm

Duration:
4 Saturdays
Fee: €90

Venue: Wicklow Enterprise Centre,
The Murrough, Wicklow Town
Commences: Thursday 5th October
Time: 7.00pm – 10.00pm

Duration: 1 evening per week
(Thursday) for 8 weeks
Fee: €90

Venue: Avon Ri Conference Centre, Blessington Town
Commences: Saturday 4th November
Time: 10.00am – 5.00pm

Duration:
4 Saturdays
Fee: €90

MANAGEMENT DEVELOPMENT TRAINING PROGRAMME*

(1 EVENING PER WEEK FOR 6 MONTHS)

Designed for participants at least 2 years in business. Workshops on strategy, management, finance, marketing. Accredited by the Waterford Institute of Technology, rated as one of our top training courses. * Please contact the office to complete a separate application form for the Management Development Programme

Venue: Glenview Hotel, Glen of the Downs
Commences: Thursday 21st September

Fee: €500
Time: 7.00pm – 9.30pm

**SELF ASSESSMENT TAX AND VAT RETURNS
(INCLUDES ONE-TO-ONE MENTORING SESSION)**

Self assessment: important dates, Preliminary Tax, Records to be kept, Completing the tax return form, VAT registration, VAT rates, VAT 3 Form, VAT returns

Venue: Lawless' Hotel, Aughrim
Commences: Saturday 23rd September
Time: 10.00am – 4.00pm

Duration:
2 Saturdays
Fee: €120

Venue: Script Bar & Restaurant, Greystones
Commences: Tuesday 7th November
Time: 7.00pm – 10.00pm

Duration:
3 evenings
Fee: €120

**BASIC BOOKKEEPING FOR SMALL BUSINESSES
(INCLUDES ONE-TO-ONE MENTORING SESSION)****(5 EVENINGS)**

Overview of basic manual accounts and record keeping, preparation of day books and ledgers, month and year end adjustments, taxation for the self-employed, processing VAT returns.

Venue: Wicklow Enterprise Centre, The Murrough, Wicklow Town
Commences: Wednesday 4th October
Time: 7.00pm – 10.00pm

Fee: €120**HACCP IN SIMPLE STEPS****(3 SATURDAYS)**

HACCP (Hazard Analysis & Critical Control Points) is an important food safety management system for all food businesses. This is a very practical course aimed at helping small business owners/supervisors develop & understand the requirements of a HACCP management system. It is recommended that participants complete basic food hygiene training, such as the Primary Food Handler's Certificate before attending this programme. (For more information on HACCP, see www.fsai.ie or contact Wicklow CEB directly).

Venue: Esplanade Hotel, Bray
Dates: Sat. 7th, 14th & 21st October

Fee: €120
Time: 10.00am – 3.00pm

**SALES AND MARKETING TO DRIVE PROFITS
(INCLUDES ONE-TO-ONE MENTORING SESSION)****(5 EVENINGS)**

How to grab the attention of your target customers, Developing a Sales Sequence, Do's and Don'ts of Cold Calling, How to Promote your small business on a zero budget, Closing the Sale.

Venue: Arklow Business Enterprise Centre
Time: 7.00pm – 10.00pm

Commences: Tuesday 24th October
Fee: €120

SMALL BUSINESS AND THE LAW**(2 EVENINGS)**

This course provides a comprehensive update on legal issues that affect small businesses including: choosing/changing your legal structure, Health & Safety legislation, legal concerns for sole traders, partnership law, company law, leasing, debt collection, terms & conditions of sale, etc. Please note that Employment Law will not be covered in this course, but rather in our separate Employment Law course.

Venue: Avon Ri Conference Centre,
Blessington Town
Time: 7.00pm – 10.00pm

Commences: Tuesday 21st November
Fee: €90

EMPLOYMENT LAW**(1 FULL DAY)**

There are now over 20 pieces of legislation in relation to Employment Law in this country, and every employer, from sole trader to medium sized company needs to be aware of their obligations. This course provides an introduction to what a small business needs to know about employment law including: statutory obligations, Organisation of Working Time Act 1997, contracts of employment – part-time & job sharing included, disciplinary procedures, employer's liability and much more.

Venue: Tinakilly House Hotel, Rathnew
Time: 10.00am – 5.00pm

Date: Friday 20th October
Fee: €90



COMPUTERISED ACCOUNTS TRAINING COURSES

All computerised accounts courses take place in Wicklow County Enterprise Board's Computer Training Room, located at our offices at 1 Main Street, Wicklow Town.

TAS BOOKS BEGINNERS

(4 FULL DAYS)

This course is ideal for small business owner/managers who are either considering installing a TAS accounts system or who wish to refresh their basic TAS books skills. The course covers the sales ledger, the purchase ledger, bank accounts, invoicing, nominal ledger, profit and loss accounts, VAT returns and monthly reports. It is recommended that participants have a basic understanding of bookkeeping principles.

Course 1: Fri 22nd, 29th Sep. and 6th, 13th October

Time : 9.30am – 4.45pm

Fee: €150

SAGE QUICKPAY (PAYROLL)

(1 FULL DAY)

This course covers the basic set up of the Quickpay system, showing you how to run your payroll on Quickpay and produce the necessary reports. It is recommended that participants have a basic understanding of bookkeeping principles and payroll.

Course 1: Thurs. 26th October

Time : 9.30am – 4.45pm

Fee: €75

SAGE INSTANT -SAGE LINE 50

(3 FULL DAYS)

This course covers all aspects of setting up a computerised accounting system from scratch, including the production of Sales Ledgers, Nominal Ledgers, Purchase Ledgers, Credit Control and VAT Management. It is recommended that participants have a basic understanding of bookkeeping principles.

Course 1: Tues. 7th, 14th, 21st November

Course 2: Wed. 8th, 15th & 22nd November

Time : 9.30am – 4.45pm

Fee: €100



COMPUTER TRAINING COURSES

The following courses take place at Wicklow County Enterprise Board's Computer Training Room at 1 Main Street, Wicklow Town.

GOOGLE ADWORDS (INCLUDES ONE-TO-ONE MENTORING SESSION)

(1 FULL DAY)

Small businesses are increasingly embracing Google Adwords as an effective marketing device. Following requests from many of our clients, Wicklow CEB will run two courses on this topic. Learn how to set up a Google Adwords campaign, how to monitor it to measure its effectiveness and the tricks of the trade.

Course 1:
Time: 9.30am - 3.00pm

Date: Tues. 19th September
Fee: €75

Course 2:
Time: 9.30am - 3.00pm

Date: Fri. 3rd November
Fee: €75

DESKTOP PUBLISHING

(4 EVENINGS)

Participants will learn how to produce good quality business publications such as letterheads, business cards, advertising flyers, and newsletters.

Course 1:
Time: 7.00pm - 9.30pm

Commences: Wed. 20th September
Fee: €90

E-COMMERCE (INCLUDES ONE-TO-ONE MENTORING SESSION)

(3 MORNINGS)

This course has been designed for small business owners who have a website, but have not yet fully embraced online payments, banking online and advertising using techniques available on the Internet. In short, this course aims to provide the advice a business may need to propel it from one using a static, brochure website to a fully e-commerce enabled business.

Course 1:
Time: 9.30am - 1.00pm

Dates: Wed. 4th, 11th & 18th October
Fee: €90

WEB DESIGN (INCLUDES ONE-TO-ONE MENTORING SESSION)**(4 EVENINGS)**

For business people who want to build a simple web site. Participants will set up a domain name, produce web pages and publish a mini site.

Course 1:**Time: 7.00pm - 9.30pm****Dates: Tues. 3rd, 10th, 17th & 24th October****Fee: €90****CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
(INCLUDES ONE-TO-ONE MENTORING SESSION)****(1 FULL DAY)**

This course will introduce the principles of computerised Customer Relationship Management. Learn how to input records, manage contacts and generate reports, so that you can keep track of your contact with clients, and proactively meet their needs. CRM software has developed significantly in recent years, and this course will describe best practice principles.

Course 1:**Time: 9.30am - 4.45pm****Date: Thurs. 9th November****Fee: €70****USING OUTLOOK, EXPLORER & SECURITY ON THE INTERNET****(2 AFTERNOONS)**

This course covers the basics of the internet and e-mail, assisting owner/managers in utilising these tools in the day to day management of the Business. Learn how to use Microsoft Outlook more effectively, by managing contacts, scheduling appointments, using the Task Pad and setting reminders. Learn top tips about file security on the internet and paying business accounts online.

Course 1:**Time: 2.00pm - 5.00pm****Dates: Fri. 17th & 24th November****Fee: €50**

Booking Form – Training Courses Autumn/Winter 2006

Name of Business	Description of Business
Name of participant on course	No. of Employees
Job title	E-mail
Address	Telephone
	Age Under 25 <input type="checkbox"/> Over 25 <input type="checkbox"/>

Course Name	Fee	Please tick
Start Your own Business (Arklow)	€90	
Start Your Own Business (Bray)	€90	
Start Your Own Business (Wicklow)	€90	
Start Your Own Business (Blessington)	€90	
Management Development Programme*	€500	
Self Assessment Tax and VAT Returns (Aughrim)	€120	
Self Assessment Tax and VAT Returns (Greystones)	€120	
Basic book-keeping for small business (Wicklow)	€120	
HACCP in simple steps (Bray)	€120	
Sales and marketing to drive profits (Arklow)	€120	
Small Business and the Law (Blessington)	€90	
Employment Law (Rathnew)	€90	
TAS books beginners	€150	
Sage Quickpay (Payroll)	€75	
Sage Instant - Sage line 50 (course 1)	€100	
Sage Instant - Sage line 50 (course 2)	€100	
Google Adwords (course 1)	€75	
Google Adwords (course 2)	€75	
Desktop publishing	€90	
E-commerce	€90	
Web design	€90	
Customer relationship management (CRM)	€70	
Using Outlook, Explorer & Security on the internet	€50	

* You will be required to complete a separate application form to apply for a place on this programme, please contact the Board to obtain a copy.

I enclose a cheque for € _____ made payable to Wicklow County Enterprise Board, 1 Main Street, Wicklow.

A receipt will be issued for all payments. A full refund will be made only where courses are over subscribed or cancelled. An administration fee of 25% per course will be retained in the case of late cancellations. No refund applies to 'no-shows'.

**Further details on all courses are available from:
 Wicklow County Enterprise Board, 1 Main Street, Wicklow. E-mail: enterprise@wicklowceb.ie
 Tel: 0404 – 67100 Fax: 0404 – 67601 Web: www.wicklowceb.ie**

Wicklow County Enterprise Board
offers the following services to
Small & Medium Businesses:

Grants

Training

Seminars

Business Networks

Mentoring

**One-to-one
business advice**





1 Main Street, Wicklow.
(3 doors from Bank of Ireland)
Tel. 0404 67100
Fax. 0404 67601
E-mail. enterprise@wicklowceb.ie

To find out more about our business support services,
ask for our information pack or visit our website at:
www.wicklowceb.ie