



Wicklow County
Enterprise Board

Training Courses for Small Business

Spring/
Summer 2007



Seminars

PLEASE NOTE: Further details on all our services, and on courses and seminars for Spring/Summer 2007 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. Training Courses are aimed at owners of small & medium businesses in Co. Wicklow and their employees. Places are limited and early booking is advisable. Seminars are open to all.

"WICKLOW ENTERPRISE INFORMATION DAY"

(1 DAY)

A one-stop-shop exhibition for all you need to know about starting up and growing a business in Co. Wicklow. This event will involve twenty Exhibition Stands, including: the Revenue Commissioners, the Companies Registration Office, the Patents Office, Wicklow County Council, Enterprise Ireland, the Wicklow Chambers, funding agencies, financial institutions, and of course Wicklow County Enterprise Board. A Seminar Room will host evening presentations by inspirational speakers.

Venue: Glenview Hotel, Glen o' the Downs

Date: Friday 16th February

Time: 2pm – 9pm

Fee: Free

"A NEW GENERATION FOR YOUR BUSINESS – SUCCESSION PLANNING & EXIT STRATEGIES"

(1 EVENING)

Addressing the fact that 90% of small Irish businesses are family owned, this Seminar is aimed at those working in family businesses (both family and non-family members) and advisors to family businesses. Organised with valuable input from the John C. Kelleher Family Business Centre, University College Cork this presentation will give an overview of the succession process from the perspective of the small business owner, and the advisor to the family business. Real life examples will be used to outline approaches to governance issues, tax implications, achieving consensus, and selling/passing on a family business.

Venue: Tinakilly House Hotel, Rathnew

Date: Thursday, 26th April

Time: 7.30pm – 9.30pm

Fee: Free

"INFORMATION WORKSHOPS"

Wicklow County Enterprise Board Staff will travel to the following towns in Spring/Summer 2007 to deliver short presentations on our services, along with video presentations of clients who have received assistance from the Board.

Locations: Baltinglass, Carnew, Dunlavin, Greystones, Laragh, Rathdrum & Roundwood.

Dates: TBC. Please check our website & local press for details.

Starting Your Business

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: Wicklow Enterprise Centre, The Murrough, Wicklow Town

Start Date: Saturday 24th February (skips Saturday 17th March)

Course Duration: 4 full Saturdays

Time: 10am – 5pm

Fee: €90

Venue: Ramada Woodland Court Hotel, Bray

Start Date: Thursday 22nd March

Course Duration: 8 Thursday evenings

Time: 7pm – 10pm

Fee: €90

Venue: Germaine's, Baltinglass

Start Date: Saturday 12th May

Course Duration: 3 full Saturdays

Time: 10am – 5pm

Fee: €90

PRICING SERVICES (INCLUDES ONE-TO-ONE MENTORING SESSION)

(3 EVENINGS)

One of the more difficult aspects of the service industry is how to charge. This course aims to demystify the costing & pricing techniques, and provide you with best practice principles to ensure that overheads, variable costs, profit and competitors' prices are taken into account.

This course is aimed at the self-employed in service businesses only, who are at the start-up stage/recently started.

Venue: Ramada Woodland Court Hotel, Bray

Start Date: Wednesday 9th May

Course Duration: 3 Wednesday evenings + one mentoring session

Time: 7.30pm – 9.30pm

Fee: €120



Developing Your Business

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: Ramada Woodland Court Hotel, Bray

Start Date: Wednesday 21st February

Course Duration: 5 Wednesday evenings + one mentoring session

Time: 7pm – 10pm

Fee: €120

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: Wicklow Enterprise Centre, Wicklow Town

Start Date: Tuesday 13th March

Course Duration: 4 Tuesday evenings + one mentoring session

Time: 7pm – 9.30pm

Fee: €120

Venue: Avon Ri Conference Centre, Blessington Town

Start Date: Saturday 12th May

Course Duration: 2 Saturdays + one mentoring session

Time: 10am – 4.30pm

Fee: €120



Developing Your Business

SELLING SKILLS (INCLUDES ONE-TO-ONE MENTORING SESSION) (4 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

This course is aimed at Owner/Managers of growing businesses, and their employees who are involved in the sales process.

Venue: Script Bar & Restaurant, Greystones

Start Date: Thursday 3rd May

Course Duration: 4 Thursday evenings + one mentoring session

Time: 7pm – 10pm

Fee: €120

HIRING & KEEPING (3 EVENINGS)

A basic but helpful guide to best practice Human Resource Management. When a small business starts to grow, its greatest asset becomes its team. Maintaining a strong workforce and getting rid of the revolving door can be quite daunting for owner-managers. This succinct 3-evening course gives step by step guidelines in improving and maintaining a healthy working environment, ensuring that good employees will want to come and work for you and stay with you for as long as possible.

This course is aimed at Owner/Managers of growing businesses.

Venue: Arklow Business Enterprise Centre

Start Date: Wednesday 11th April

Course Duration: 3 Wednesday evenings

Time: 7pm – 10pm

Fee: €90



WRITING YOUR OWN HEALTH & SAFETY STATEMENT

(1 DAY)

A Safety Statement is a legal requirement for all businesses, and while a straightforward document to put together, a surprising number of small businesses do not have one. In this one-day course, learn the principles involved and draft your own statement with the skills you will gain.

Venue: Glendalough Hotel, Glendalough

Date: Friday 27th April

Course Duration: One day

Time: 10am – 5pm

Fee: €75

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: Lawless' Hotel, Aughrim

Date: Saturday 21st April

Course Duration: One day

Time: 10am – 5pm

Fee: €90



COMPUTERISED ACCOUNTS TRAINING COURSES

All computerised accounts training courses take place at 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.

Wednesdays: 7th, 14th, 21st, 28th March

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.

One Day Only: Friday 9th March

Time: 9.30am – 6pm

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.

Fridays: 16th, 23rd, 30th March

Time: 9.30am – 4.45pm

Fee: €100

COMPUTER TRAINING COURSES

The following courses take place at Wicklow County Enterprise Board's computer training room located at our offices at 1 Main Street, Wicklow Town.

GOOGLE ADWORDS

(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.

A good understanding of your website's functions is needed for this course.

Course 1

Date: Friday 23rd February

Time: 9.30 am – 4.45 pm

Fee: €75

Course 2

Date: Friday 20th April

Time: 9.30 am – 4.45 pm

Fee: €75

BUILDING AN ONLINE SHOP

(3 MORNINGS)

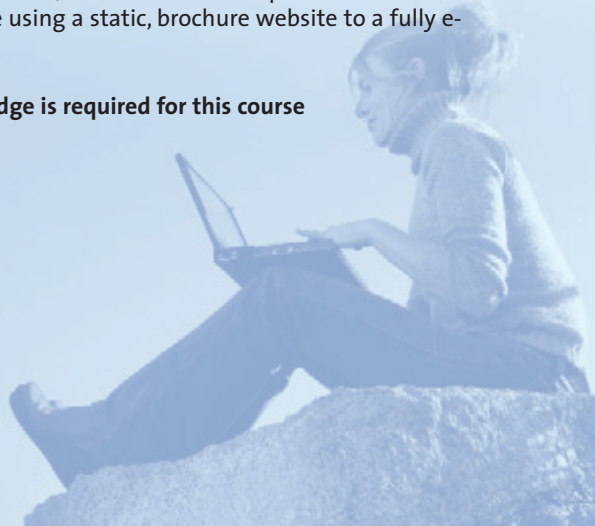
This course has been designed for small business owners who have a website, but have not yet fully embraced online payments, banking online and advertising using techniques available on the Internet. In short, this course aims to provide the advice a business may need to propel it from one using a static,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

A high level of IT & Web Design knowledge is required for this course

Tuesdays: 13th, 20th, 27th February

Time: 9.30am – 1.00pm

Fee: €90



Computer Courses

WEB DESIGN -

(INCLUDES ONE-TO-ONE MENTORING SESSION)

(CHOICE: 2 DAYS OR 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.

A strong level of IT knowledge is required for this course, which incorporates many different functions in imaging, data and text applications.

Course 1

2 Full Wednesdays: 21st & 28th February

Time: 9.30am – 4.45pm

Fee: €120

Course 2

4 Tuesday Evenings: 3rd, 10th, 17th, 24th April

Time: 7.00pm – 9.30pm

Fee: €120

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. **An intermediate level of IT understanding is required for this course, as it brings together a number of other applications.**

Thursdays: 18th & 25th April

Time: 9.30am – 4.45pm

Fee: €70

BEGINNER'S GUIDE TO THE INTERNET

(4 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. **This course is specifically aimed at business people who need to get started using email and the internet on a day to day basis.**

Tuesdays: 6th, 13th, 20th & 27th March

Time: 2.00pm – 5.00pm

Fee: €90

Computer Courses

BUSINESS BLOGGING

(1 DAY ONLY)

As the business world follows fast on the heels of everyday internet users, more and more business people are using the art of “Blogging” to get their businesses out into the marketplace. This course covers the mystery behind the “blog” and how you can go about this inexpensive way of communicating with your target market online.

This course would be ideal for small business people who are already familiar with and are comfortable using the internet on a regular basis.

One Day Only: Monday 26th March

Time: 9.30 am – 4.45 pm

Fee: €50

ONLINE SECURITY FOR YOUR BUSINESS

(2 AFTERNOONS)

Learn top tips about file security on the internet and paying business accounts online. How to watch out for viruses, what the best security software is for you, how to watch for SPAM & Phishing, basic online vigilance, firewalls, hoaxes.

This course is tailored to suit the needs of sole traders or similar small businesses, rather than larger network users.

Thursdays: 19th & 26th April

Time: 2.00pm – 5.00pm

Fee: €50



BOOKING FORM – TRAINING COURSES SPRING/SUMMER 2007

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
Wicklow Enterprise Information Day	FREE	
April Seminar (Succession Planning & Exit Strategies)	FREE	
Start Your Own Business (Wicklow town)	€90	
Start Your Own Business (Bray)	€90	
Start Your Own Business (Baltinglass)	€90	
Pricing Services (Bray)	€120	
Basic Bookkeeping for Small Business (Bray)	€120	
Self Assessment Tax and VAT Returns (Wicklow Town)	€120	
Self Assessment Tax and VAT Returns (Blessington)	€120	
Selling Skills (Greystones)	€120	
Hiring & Keeping (Arklow)	€90	
Writing your own Safety Statement (Glendalough)	€75	
Employment Law (Aughrim)	€90	
TAS Books Beginners (Wicklow Town)	€150	
Sage Quickpay (Wicklow Town)	€75	
Sage Instant – Sage Line 50 (Wicklow Town)	€100	
Google Adwords Course 1 (Wicklow Town)	€75	
Google Adwords Course 2 (Wicklow Town)	€75	
Building an Online Shop (Wicklow Town)	€90	
Business Blogging (Wicklow Town)	€50	
Online Security for your Business (Wicklow Town)	€50	
Web Design Course 1 (Wicklow Town)	€120	
Web Design Course 2 (Wicklow Town)	€120	
Customer Relationship Management (Wicklow Town)	€70	
Beginner's Guide to the Internet (Wicklow Town)	€90	

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 OVERSUBSCRIBED 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



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