



Wicklow County  
Enterprise Board



# Training Courses for Small Business

Spring/Summer 2008

## Seminars

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SEMINAR – “Hiring the Right People the Right Way”	1

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## How to Book

By post: Complete the Booking Form at the back of this Brochure and post to: 1 Main Street, Wicklow town, Co. Wicklow.

Online: Visit [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training) & download the Booking Form. Email your Booking Form to: [enterprise@wicklowceb.ie](mailto:enterprise@wicklowceb.ie) OR submit it online.

For the Spring/Summer 2008 training courses **payment must be made by cheque or cash**. Cheques should be made payable to ‘Wicklow County Enterprise Board’ and posted to the address above.

**SEMINAR: “LIFT-OFF - LAUNCHING YOUR NEW BUSINESS”**

Getting your new business off the ground can be challenging – especially when start-up funds are tight! This free business seminar aims to condense some real-life, practical ideas to help your business during the first 18-24 months of trading. Useful advertising techniques, PR, using your market knowledge to your advantage and exploiting opportunities are all areas which will be covered in this 90-minute seminar. Questions & Answers and networking will follow the presentation.

<b>Location:</b>	<b>Glenview Hotel, Glen o’the Downs</b>
<b>Date:</b>	<b>Thursday, 17th April, 2008</b>
<b>Time:</b>	<b>7.30pm – 9.30pm</b>
<b>Fee:</b>	<b>Free of charge</b>
<b>Suitable for:</b>	<b>Individuals at start-up stage or less than 2 years in business</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/seminars">www.wicklowceb.ie/seminars</a></b>

**NEW!**

This season, Wicklow County Enterprise Board will be hosting smaller, **Interactive Workshops** for start-up businesses on various subjects, such as **TIME MANAGEMENT**. Register your interest now, with Catherine ([catherine@wicklowceb.ie](mailto:catherine@wicklowceb.ie) or on 0404 67100) and keep checking back for further updates on the website as they happen.

**SEMINAR: “HIRING THE RIGHT PEOPLE THE RIGHT WAY” - RECRUITMENT ISSUES FOR SMES**

This Seminar will address the very important and wide-ranging topic of recruiting staff. Topics to be covered will include: An overview of current legal issues in relation to recruitment (conducting interviews, contracts etc.), top tips from a recruitment expert, methods of recruitment (agencies, advertisements & websites), cultural and other issues involved in employing non-Irish nationals, outsourcing the human resource function and an introduction to the FÁS ‘Excellence Through People’ model.

<b>Location:</b>	<b>Marriott Druid’s Glen Hotel, Newtownmountkennedy</b>
<b>Date:</b>	<b>Wednesday, 12th March, 2008</b>
<b>Time:</b>	<b>2.00pm – 6.00pm</b>
<b>Fee:</b>	<b>Free of Charge</b>
<b>Suitable for:</b>	<b>Owner-managers or key staff members of established businesses</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/seminars">www.wicklowceb.ie/seminars</a></b>

## 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 help them to decide whether to proceed, or to take a step back and research the idea further.

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:** Wicklow Enterprise Centre, Wicklow Town  
**Dates:** Monday 18th & 25th February; 3rd, 10th & 31st March; 7th, 14th, 21st & 28th April; 12th May  
**Duration:** 10 weeks, one evening per week  
**Time:** 7.00pm – 10.00pm  
**Cost:** €100  
**Includes:** Follow-up session, 3 months after course completion  
**Trainer:** RH Training, [www.rhconsult.ie](http://www.rhconsult.ie)  
**Places Available:** 15  
**Full outline available at:** [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

### Course 2:

**Location:** Ramada Woodland Court Hotel, Bray  
**Dates:** Tuesday 11th, 18th and 25th March; 1st, 8th, 15th, 22nd & 29th April; 6th & 13th May  
**Duration:** 10 weeks, one evening per week  
**Time:** 7.00pm – 10.00pm  
**Cost:** €100  
**Includes:** Follow-up session, 3 months after course completion  
**Trainer:** Omnipro, [www.omnipro.ie](http://www.omnipro.ie)  
**Places Available:** 18  
**Full outline available at:** [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

### Course 3:

**Location:** Avon Rí Conference Centre, Blessington  
**Dates:** Wednesday 2nd, 9th, 16th, 23rd & 30th April; 7th 14th, 21st & 28th May; 4th June  
**Duration:** 10 weeks, one evening per week  
**Time:** 7.00pm – 10.00pm  
**Cost:** €100  
**Includes:** Follow-up session, 3 months after course completion  
**Trainer:** Colm O'Maolmhuire, Enterprising People  
**Places Available:** 15  
**Full outline available at:** [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

**BASIC BOOKKEEPING FOR START-UP BUSINESSES**

The aim of this course is to provide participants with a good understanding of the basic principles and importance of bookkeeping and managing cashflow in a new business.

<b>Location:</b>	<b>Arklow Business Enterprise Centre</b>
<b>Start Date:</b>	<b>Thursday 27th March 2008</b>
<b>Duration:</b>	<b>4 weeks, one evening per week</b>
<b>Time:</b>	<b>7pm – 10pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Includes:</b>	<b>Private one-to-one mentoring session with the trainer after course completion</b>
<b>Trainer:</b>	<b>Sarah McGuinness</b>
<b>Places Available:</b>	<b>15</b>
<b>Suitable for:</b>	<b>Staff/owners of business less than 2 years in existence</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**SELLING SKILLS FOR START UPS**

This programme places particular emphasis on proactive selling, going out and looking for customers, writing sales letters, getting appointments, telephone techniques, overcoming objections, closing sales. How to develop, install and operate a sales process in your business.

<b>Location:</b>	<b>Ramada Woodland Court Hotel, Bray</b>
<b>Start Date:</b>	<b>Thursday 24<sup>th</sup> April 2008</b>
<b>Duration:</b>	<b>4 weeks, one evening per week</b>
<b>Times:</b>	<b>7pm – 10pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Includes:</b>	<b>Private one-to-one mentoring Session with the trainer after course completion</b>
<b>Trainer:</b>	<b>Terry Harmer, NLC Training</b>
<b>Places Available:</b>	<b>18</b>
<b>Suitable for:</b>	<b>Staff/owners of businesses less than 2 years in existence</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**LOW COST WEB DESIGN FOR START UPS**

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, focusing on the practical side of preparing a small business website to go live.

<b>Location:</b>	IT Training Suite, Wicklow County Enterprise Board
<b>Start Date:</b>	Wednesday 20 <sup>th</sup> February 2008
<b>Duration:</b>	4 weeks, one morning per week
<b>Times:</b>	9.30am – 1pm
<b>Cost:</b>	€120
<b>Includes:</b>	Private one-to-one mentoring session with the trainer after course completion
<b>Capability Required:</b>	Basic IT Knowledge, familiarity with the internet
<b>Trainer:</b>	Christine Campbell, <a href="http://www.firstclass.ie">www.firstclass.ie</a>
<b>Places Available:</b>	5
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

**BUILDING AN ONLINE SHOP**

This course aims to introduce participants to trading online and having a shopping cart added to their own website. The course utilises a particular piece of software called OSCommerce, creating a virtual shop online. OSCommerce is a free piece of software although costs will be incurred in the hosting of the site. Included in this course is one year's free hosting for each participant kindly provided by eTailor (the company delivering the course).

<b>Location:</b>	IT Training Suite, Wicklow County Enterprise Board
<b>Start Date:</b>	Thursday 8 <sup>th</sup> May 2008
<b>Duration:</b>	4 weeks, one morning per week
<b>Times:</b>	9.30am – 1pm
<b>Cost:</b>	€120
<b>Includes:</b>	One year's hosting of your online shop using OSCommerce
<b>Capability Required:</b>	Basic IT Knowledge, familiarity with the internet, participant <b>must</b> have their own website to complete this course
<b>Trainer:</b>	Eugene McCann, eTailor, <a href="http://www.etailor.ie">www.etailor.ie</a>
<b>Places Available:</b>	5
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

**TAS BOOKS**

Cashflow management, which runs hand in hand with good bookkeeping practices, is one of the most important areas of business. This IT course aims to furnish participants with a good understanding of the TAS Books 2 Accounting software, in order to utilise it in the day-to-day running of their business.

<b>Location:</b>	<b>IT Training Suite, Wicklow County Enterprise Board</b>
<b>Start Date:</b>	<b>Friday 11<sup>th</sup> April 2008</b>
<b>Duration:</b>	<b>4 weeks, one day per week</b>
<b>Times:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Capability Required:</b>	<b>Basic IT Knowledge, familiarity with bookkeeping terms</b>
<b>Trainer:</b>	<b>Sarah McGuinness, SM Accounting Solutions</b>
<b>Places Available:</b>	<b>5</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>



**HOW TO GET PAID ON TIME**

This one-day course promises to change the way you currently collect debts. Declan Flood, the Chief Executive of the Institute of Credit Management will impart over twenty years of hands-on credit management experience, including: Handling new accounts, proper documentation, third party and legal options, draft credit applications forms, terms & conditions.

<b>Location:</b>	<b>Ramada Woodland Court Hotel, Bray</b>
<b>Date:</b>	<b>Friday 7<sup>th</sup> March 2008</b>
<b>Duration:</b>	<b>1 day</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Trainer:</b>	<b>Declan Flood, Irish Institute of Credit Management</b>
<b>Places Available:</b>	<b>20</b>
<b>Suitable for:</b>	<b>Staff/owners of established businesses (more than 2 years in existence approx.)</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**COMPANY LAW UPDATE**

Brian Walker, practising Barrister has over 25 years experience in Company Law. In this one-day session he will focus on changes in company and commercial law, including: The new Companies Bill 2007, directors' responsibilities, holding AGMs, CRO returns, compliance issues, personal liability for company debts etc. A not-to-be-missed session from one of Ireland's experts in this topic.

<b>Location:</b>	<b>Glenview Hotel, Glen o'the Downs</b>
<b>Date:</b>	<b>Tuesday 19<sup>th</sup> February 2008</b>
<b>Duration:</b>	<b>1 day</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Trainer:</b>	<b>Brian Walker, Barrister and Company Law expert</b>
<b>Places Available:</b>	<b>20</b>
<b>Suitable for:</b>	<b>Directors of small &amp; medium businesses</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

## PLANNING FOR GROWTH

Suitable for owner-managers of growing businesses, this course will provide practical guidance on how to plan for the challenges involved in moving your business to the growth stage. Tony Ennis, business consultant with over two decades experience in helping small businesses, will cover: Researching your growth market, how to write a business plan for expansion, putting the human resources in place, gearing up financially, 'stress-testing' – will it be worth it financially?

<b>Location:</b>	<b>The Parkview Hotel, Newtownmountkenny</b>
<b>Start Date:</b>	<b>Thursday 24<sup>th</sup> April 2008</b>
<b>Duration:</b>	<b>4 consecutive afternoons</b>
<b>Times:</b>	<b>2pm – 5.30pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Includes:</b>	<b>A private one-to-one mentoring sessions with the trainer after course completion.</b>
<b>Trainer:</b>	<b>Tony Ennis, Ennis &amp; Co.</b>
<b>Places Available:</b>	<b>10</b>
<b>Suitable for:</b>	<b>Owners of established businesses (more than 2 years in existence approx.) wishing to grow their businesses</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

## SAGE INSTANT/ SAGE LINE 50

Using the very popular Sage Instant/Line 50 software, this course covers all aspects of setting up a computerised accounting system from scratch, including the production of sales & purchases ledgers, credit control and VAT management.

<b>Location:</b>	<b>IT Training Suite, Wicklow County Enterprise Board</b>
<b>Start Date:</b>	<b>Tuesday 26<sup>th</sup> February 2008</b>
<b>Duration:</b>	<b>3 days</b>
<b>Times:</b>	<b>9.30am – 4.45pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Capability Required:</b>	<b>Basic IT Knowledge, familiarity with bookkeeping principles</b>
<b>Trainer:</b>	<b>Patricia Feeney</b>
<b>Places Available:</b>	<b>5</b>
<b>Suitable for:</b>	<b>Staff of established small &amp; medium businesses</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

### USING EBAY IN YOUR BUSINESS

This one-day course will focus on the use of the 'eBay Shop' function to allow individuals to easily trade using eBay and Paypal. A simple and effective solution for those who wish to sell online. Particularly suited to product businesses – e.g. craftspeople, gifts, consumer goods etc.

<b>Location:</b>	IT Room, Wicklow County Campus, Rathnew
<b>Date:</b>	Wednesday 16 <sup>th</sup> April 2008
<b>Duration:</b>	1 day
<b>Time:</b>	10am – 4pm
<b>Cost:</b>	€80
<b>Capability Required:</b>	Familiarity with the internet
<b>Trainer:</b>	Barry Mc Intyre
<b>Places Available:</b>	10 - 15
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

### WEBSITE OPTIMISATION

This course aims to familiarise participants with the techniques used to increase traffic to websites (using Search Engine Optimisation (SEO) and Google AdWords), and how to measure website traffic using Google Analytics. Trainer Anthony Quigley of Sure Skills Training is also the CEO of one of Ireland's leading internet marketing agencies.

<b>Location:</b>	IT Room, Wicklow County Campus, Rathnew
<b>Date:</b>	Friday 25 <sup>th</sup> April 2008
<b>Duration:</b>	1 day
<b>Time:</b>	10am – 5pm
<b>Cost:</b>	€90
<b>Capability Required:</b>	Participants <b>must</b> have a business website to take part in this course. A basic IT knowledge is also required.
<b>Trainer:</b>	Anthony Quigley, SureSkills
<b>Places Available:</b>	10 - 15
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

# BOOKING FORM – TRAINING COURSES SPRING/SUMMER 2008

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"/>
Business Start date (approx.)	OR    tick Pre start-up <input type="checkbox"/>

Course Name	Fee	Please tick
Seminar: "Lift –Off - Launching your New Business" (Glenview)	FREE	
Seminar: "Hiring the Right People the Right Way" (Newtownmtk)	FREE	
Workshop: "Time Management" (venue & date TBC)	FREE	
Start Your Own Business (February: Wicklow Town)	€100	
Start Your Own Business (March: Bray)	€100	
Start Your Own Business (April: Blessington)	€100	
Basic Bookkeeping for Start-ups (Arklow)	€120	
Selling Skills for Start-ups (Bray)	€120	
Low Cost Web Design for Start-ups (Wicklow Town)	€120	
Building an Online Shop (Wicklow Town)	€120	
TAS Books (Wicklow Town)	€120	
How to Get Paid on Time (Bray)	€100	
Company Law Update (Glenview)	€100	
Planning for Growth (Newtownmtkennedy)	€120	
SAGE Instant/SAGE Line 50 (Wicklow Town)	€120	
Using eBay in your Business (Rathnew)	€80	
Website Optimisation (Rathnew)	€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.  
Tel: 0404-67100 Fax: 0404-67601 E-mail: enterprise@wicklowcebie Web: www.wicklowcebie



# Wicklow County Enterprise Board

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

**[www.wicklowceb.ie](http://www.wicklowceb.ie)**



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