



Wicklow County  
**Enterprise** Board



# Training Courses for Small Business

Autumn/Winter 2008

## Seminars

SEMINAR:	“Start Up for Success”	1
SEMINAR:	“Preparing Your Business for Sale or Investment”	1
SEMINAR:	“Budget Briefing 2009”	1

## Training Courses aimed at start-ups & businesses under 2 years in existence

<b>BUSINESS SKILLS COURSES:</b>		
	Start Your Own Business (Bray)	2
	Start Your Own Business (Arklow)	2
	Start Your Own Business (Rathnew)	2
	Self Assessment Tax and VAT for Start Ups (Glen o’the Downs)	3
	How to Tender Successfully (Bray)	3
<b>WORKSHOPS:</b>		
	A Practical Guide to Market Research (Rathnew)	4
	Running an Effective Sales Campaign (Blessington)	4
	Keeping Your Business Financially Healthy (Rathnew)	4

## Training Courses aimed at established businesses. more than 2 years in existence

<b>BUSINESS SKILLS COURSES:</b>		
	The Management Development Programme (Glen o’the Downs)	5
	H.A.C.C.P. – food safety (Bray)	5
	Guided Market Visit for the craft and gift sector (Dublin)	6
	Employment Law (Blessington)	6
	Communicating your Business through the Media (Rathnew)	7
	Reducing your Overheads (Arklow)	7

## Computer Training Courses

	TAS Books	8
	SAGE Instant/SAGE Line 50	8
	Low Cost Web Design for Start Ups	9
	Big Red Book – computerised accounts	9
	Website Workout	10
	Using eBay in your Business	11
	Building an Online Shop	12
	Business Blogging	12
<b>All computer training courses take place at Wicklow County Campus, Rathnew</b>		

## How to Book

By post:	Complete the Booking Form at the back of this Brochure and post with payment to: Wicklow County Enterprise Board, Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow.
Online:	Visit <a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

**START UP FOR SUCCESS**

(1 EVENING)

One of the biggest concerns for those considering starting up their own business is making sure that the best possible foundations are put in place, right from the beginning. Brian O’Kane, well-known business author, will go through all of the essential building blocks required for creating a successful business that will not only survive, but grow and develop into the future.

<b>Location:</b>	<b>Arklow Bay Hotel, Arklow</b>
<b>Date:</b>	<b>Monday 3rd November</b>
<b>Time:</b>	<b>7.30pm – 9.30pm</b>
<b>Fee:</b>	<b>Free of charge</b>
<b>Guest speaker:</b>	<b>Brian O’Kane, <a href="http://www.startingabusinessinireland.com">www.startingabusinessinireland.com</a></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>

**PREPARING YOUR BUSINESS FOR SALE OR INVESTMENT**

(1 EVENING)

This seminar will explore the issues that owners of businesses need to address when they are considering either selling their business, or seeking to grow it using external investment. Learn how investors value businesses and how to manage the finances of your business so that it is in good condition if you decide to exit, pass it on to a family member or grow with the help of investors.

<b>Location:</b>	<b>Tinakilly House Hotel, Rathnew</b>
<b>Date:</b>	<b>Tuesday 18th November</b>
<b>Time:</b>	<b>7.30pm – 9.30pm</b>
<b>Fee:</b>	<b>Free of charge</b>
<b>Guest speakers:</b>	<b>Paul Clarkin, Focus Business Advisers &amp; Iain Cahill, Financial Engineering Network</b>
<b>Suitable for:</b>	<b>Owner-managers of established businesses</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/seminars">www.wicklowceb.ie/seminars</a></b>

**BUDGET 2009 – A BREAKFAST BRIEFING**

(1 MORNING)

The Budget 2009 breakfast briefing provides an overview of the Minister for Finance’s decisions in relation to the national Budget for the coming year. For the fourth consecutive year, Wicklow County Enterprise Board will host a briefing in conjunction with taxation and economy experts, KPMG to explain how the changes will affect income tax, corporation tax, VAT, pensions and other issues important to small and medium businesses in County Wicklow. Pre-booking is essential. A full breakfast will be served.

<b>Location:</b>	<b>To be confirmed</b>
<b>Date:</b>	<b>The morning after Budget 2009 is announced (tbc)</b>
<b>Time:</b>	<b>7.30am – 9.00am</b>
<b>Fee:</b>	<b>€20</b>
<b>Guest Speakers:</b>	<b>KPMG</b>
<b>Suitable for:</b>	<b>Owner-managers 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****(10 EVENINGS)**

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: Ramada Woodland Court Hotel, Southern Cross, Bray  
Dates: All Thursdays: 18th & 25th September, 2nd, 9th, 16th, 23rd & 30th October, 6th, 13th & 20th November  
Duration: 10 weeks, one evening per week  
Times: 7pm – 10pm  
Cost: €125  
Trainer: RH Training [www.rhconsult.ie](http://www.rhconsult.ie)  
Places Available: 18  
Full outline available: [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

**Course 2:**

Location: Arklow Business Enterprise Centre, Arklow  
Dates: All Tuesdays: 7th, 14th, 21st & 28th October, 4th, 11th, 18 & 25th November, 2nd & 9th December  
Duration: 10 weeks, one evening per week  
Times: 7pm – 10pm  
Cost: €125  
Trainer: Omnipro, [www.omnipro.ie](http://www.omnipro.ie)  
Places Available: 15  
Full outline available: [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

**Course 3:**

Location: Wicklow County Campus, Rathnew  
Dates: All Wednesdays: 15th, 22nd & 29th October, 5th, 12th, 19th & 26th November, 3rd, 10th & 17th December  
Duration: 10 weeks, one evening per week  
Times: 7pm – 10pm  
Cost: €125  
Trainer: Colm O'Maolmhuire, Enterprising People  
Places Available: 15  
Full outline available: [www.wicklowceb.ie/training](http://www.wicklowceb.ie/training)

**SELF-ASSESSMENT TAX AND VAT FOR NEW BUSINESSES****(4 EVENINGS)**

The first two nights of this course will cover self-assessment, in order to prepare new businesses for the 31st October tax return date. The second half of the course will cover VAT returns for start-ups. The overall course includes a one-to-one mentoring session with Sean Fleming.

<b>Location:</b>	Glenview Hotel, Glen o'the Downs
<b>Dates:</b>	All Wednesdays: 17th & 24th September, 1st & 8th October
<b>Duration:</b>	4 weeks, one evening per week
<b>Time:</b>	7pm – 10pm
<b>Cost:</b>	€150
<b>Includes:</b>	Private one-to-one mentoring session with the trainer after course completion
<b>Trainer:</b>	Sean Fleming, Fitzgerald Fleming
<b>Places Available:</b>	15
<b>Suitable for:</b>	Staff/owners of businesses less than 2 years in existence
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

**HOW TO TENDER SUCCESSFULLY****(1 DAY)**

Increasingly both private and public projects are awarded by using the competitive tendering process. Tendering, correctly utilised, can have a significant impact on the growth of your business. Brand-Edge Ltd. with Wicklow County Enterprise Board has developed a practical and highly interactive programme, the aim of which is to significantly improve participants' abilities to prepare and submit winning tenders.

<b>Location:</b>	Ramada Woodland Court Hotel, Bray
<b>Date:</b>	Tuesday 4th November
<b>Duration:</b>	1 day
<b>Time:</b>	9.30am – 5pm
<b>Cost:</b>	€80
<b>Trainer:</b>	Tessa O'Connell, Brand Edge Ltd.
<b>Places Available:</b>	18
<b>Suitable for:</b>	Staff/owners of businesses less than 2 years in existence
<b>Full outline available:</b>	<a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a>

**A PRACTICAL GUIDE TO MARKET RESEARCH****(1 DAY)**

The most important thing in any start up business is knowing who your customers are and what they want. There are many useful tools available for conducting market research about your customers and your competitors. This practical one-day workshop will provide you with the skills required to understand your customer and your market conditions - now and in the future. This research will serve as a useful foundation for those who wish to attend the 'Running an Effective Sales Campaign' workshop below.

<b>Location:</b>	<b>Wicklow County Campus. Rathnew</b>
<b>Date:</b>	<b>Friday 10th October</b>
<b>Time:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€80</b>
<b>Trainer:</b>	<b>Tessa O'Connell. Brand Edge Ltd.</b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**RUNNING AN EFFECTIVE SALES CAMPAIGN****(1 DAY)**

The aim of this workshop 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.

<b>Location:</b>	<b>Avon Rí Conference Centre. Blessington</b>
<b>Date:</b>	<b>Tuesday 11th November</b>
<b>Time:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€80</b>
<b>Trainer:</b>	<b>Karen Sommerville. Call Focus</b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**KEEPING YOUR BUSINESS FINANCIALLY HEALTHY****(1 DAY)**

In this one day workshop, Sarah McGuinness will go through the essential points of cashflow management – keeping the business cash rich and ensuring that your customers pay up on time. Participants will learn the basic techniques for budgeting and planning expenditure throughout the year.

<b>Location:</b>	<b>Wicklow County Campus. Rathnew</b>
<b>Date:</b>	<b>Thursday 20th November</b>
<b>Time:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€80</b>
<b>Trainer:</b>	<b>Sarah McGuinness. SM Accounting Solutions</b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**THE MANAGEMENT DEVELOPMENT PROGRAMME****(24 EVENINGS)**

Wicklow County Enterprise Board's 'flagship' course, this in-depth programme has been running in Co. Wicklow for the past ten years. Over this time the MDP, as it is known, has assisted over 150 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 Mr. Blaise Brosnan. 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 contact Wicklow County Enterprise Board to complete a separate Application Form for this course.)*

<b>Location:</b>	<b>The Glenview Hotel, Glen o'the Downs</b>
<b>Commences:</b>	<b>Thursday 18th September</b>
<b>Duration:</b>	<b>24 consecutive Thursday evenings (Sep 08 – March 09)</b>
<b>Time:</b>	<b>7pm – 9.30pm</b>
<b>Cost:</b>	<b>€600</b>
<b>Trainer:</b>	<b>Blaise Brosnan, Management Resource Institute (MRI)</b>
<b>Places Available:</b>	<b>20</b>
<b>Suitable for:</b>	<b>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.</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**H.A.C.C.P. – FOOD SAFETY MANAGEMENT PROGRAMME****(3 DAYS)**

HACCP (Hazard Analysis & Critical Control Points) is an important food safety management system for all food businesses. This is a practical course aimed at helping small business owners/supervisors develop & understand the requirements of a HACCP management system. *(Please note: It is strongly recommend that participants complete at least a one day (9 hours) Basic Food Hygiene course (the EHOA Primary Food Hygiene Cert or equivalent) before taking part in a HACCP management course. For information on where to find a Basic Food Hygiene course in your area email [trainina@fsai.ie](mailto:trainina@fsai.ie))*

<b>Location:</b>	<b>The Ramada Woodland Court Hotel, Bray</b>
<b>Dates:</b>	<b>Monday 15th, 22nd &amp; 29th September</b>
<b>Duration:</b>	<b>3 days</b>
<b>Time:</b>	<b>10am – 4.30pm</b>
<b>Cost:</b>	<b>€150</b>
<b>Trainer:</b>	<b>Catherine Fitzgerald, Safety Quality Systems (SOS)</b>
<b>Places Available:</b>	<b>12</b>
<b>Suitable for:</b>	<b>Owners/key staff members of businesses involved in food manufacturing, catering or service (restaurants, cafes, pubs).</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**GUIDED MARKET VISIT FOR THE CRAFT AND GIFT SECTOR**

(1 DAY)

This 'market visit' involves a day during which participants will visit some of the top craft and gift retail outlets in Dublin city centre. With the guidance of expert design consultant Pat Mc Carthy, those present will be able to assess their marketplace in a practical and hands on manner. The focus will be on trends in terms of product, packaging, merchandising and pricing, and on competitor analysis. The visit is restricted to six to eight people, working as manufacturers or small retailers in the following sectors: craft, gift, jewellery, pottery, glass, ceramic, soft furnishings, woodwork, candles, soaps and cosmetics.

<b>Location:</b>	<b>Dublin city centre (walking tour)</b>
<b>Date:</b>	<b>Wednesday 22nd October</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Duration:</b>	<b>1 day</b>
<b>Fee:</b>	<b>€50</b>
<b>Places available:</b>	<b>6 to 8</b>
<b>Suitable for:</b>	<b>Craftspeople and those working in the gift sector</b>
<b>Trainer:</b>	<b>Pat Mc Carthy, <a href="http://www.patmccarthystudio.ie">www.patmccarthystudio.ie</a></b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**EMPLOYMENT LAW**

(1 DAY)

This one-day programme is designed to give owner-managers an update on the key areas of Employment Law, enabling them to deal effectively with the practical issues and problems that arise in relation to: contracts of employment, dealing with misconduct, employment equality, new developments in legislation etc. With over 25 pieces of legislation in Ireland in relation to Employment Law, this one day course provides an update to employers of their obligations.

<b>Location:</b>	<b>Avon Rí Conference Centre, Blessington</b>
<b>Date:</b>	<b>Friday 7th November</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Duration:</b>	<b>1 day</b>
<b>Fee:</b>	<b>€100</b>
<b>Places available:</b>	<b>20</b>
<b>Suitable for:</b>	<b>Owners/managers of <u>established</u> businesses which are based in Co. Wicklow &amp; currently employ less than 10 people.</b>
<b>Trainer:</b>	<b>Vincent Steadman, CMG Consultants</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**COMMUNICATING YOUR BUSINESS THROUGH THE MEDIA**

(1 DAY)

This course, delivered by well known journalist and broadcaster Karen Coleman, will give participants practical insights into how the media operates and what editors and journalists want when choosing stories to write and talk about. Attend this course to learn how to sell yourself to printed media and to radio programmes and to plan a media strategy.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Date:</b>	<b>Saturday 8th November</b>
<b>Duration:</b>	<b>1 day</b>
<b>Times:</b>	<b>9am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Trainer:</b>	<b>Karen Coleman, <a href="http://www.karencoleman.com">www.karencoleman.com</a></b>
<b>Places Available:</b>	<b>14</b>
<b>Suitable for:</b>	<b>Owners or key 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>

**REDUCING YOUR OVERHEADS**

(1 DAY)

As the economy contracts small and medium businesses will be interested in ways to reduce the overheads in their businesses. Sean Fleming, chartered management accountant and partner in accountancy firm Fitzgerald Fleming will advise participants on the most effective ways to reduce business costs such as selling & administrative expenses, utilities, rates, insurance and professional fees. Businesses should leave this course with the skills required to reduce their fixed cost base.

<b>Location:</b>	<b>Arklow Business Enterprise Centre, Arklow</b>
<b>Date:</b>	<b>Wednesday 10th November</b>
<b>Duration:</b>	<b>1 day</b>
<b>Times:</b>	<b>10am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Trainer:</b>	<b>Sean Fleming, Fitzgerald Fleming</b>
<b>Places Available:</b>	<b>25</b>
<b>Suitable for:</b>	<b>Owners/key 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>

**TAS BOOKS****(4 DAYS)**

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 TAS Books 2 accounting software, in order to utilise it in the day-to-day running of their business.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>All Wednesdays: 5th, 12th, 19th &amp; 26th November</b>
<b>Duration:</b>	<b>4 weeks, one day per week</b>
<b>Times:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€175</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>10</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****(3 DAYS)**

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, nominal ledgers, credit control and VAT management. This course is aimed at established businesses (as opposed to start-ups) and is restricted to 10 participants only. It is recommended that business owners or accounts staff attend. A basic understanding of bookkeeping principles is required.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>Tuesday 7th, Wednesday 15th &amp; Wednesday 22nd October</b>
<b>Time:</b>	<b>9.30am – 4.45pm</b>
<b>Duration:</b>	<b>3 full days</b>
<b>Fee:</b>	<b>€150</b>
<b>Places available:</b>	<b>10</b>
<b>Suitable for:</b>	<b>Owner-managers or accounts staff of established businesses which are based in Co. Wicklow &amp; currently employ &lt; 10 people.</b>
<b>Trainer:</b>	<b>Patricia Feenev, Accounting Management Services</b>
<b>Full outline available at:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**LOW COST WEB DESIGN FOR START UPS****(2 DAYS)**

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 designing a small business website.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>All Fridays: 10th, 17th &amp; 24th October</b>
<b>Duration:</b>	<b>3 weeks, one day per week</b>
<b>Times:</b>	<b>9.30am – 5pm</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>Capability Required:</b>	<b>Basic IT Knowledge, familiarity with the internet</b>
<b>Trainer:</b>	<b>Keith Bohanna, <a href="http://www.keithbohanna.com">www.keithbohanna.com</a></b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**BIG RED BOOK – COMPUTERISED ACCOUNTS****(2 DAYS)**

This course is ideal for people who want a straightforward easy to use and user friendly computerised book keeping solution, using the Big Red Book, an Irish software package. Participants will learn how to convert from using manual accounts to using the Big Red Book to record and manage: day-to-day accounts, bank reconciliations, VAT analysis, invoices and debtor & creditor reports.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>Monday 13th &amp; Monday 20th October</b>
<b>Duration:</b>	<b>2 days</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Capability Required:</b>	<b>No book keeping experience required</b>
<b>Trainer:</b>	<b>Geraldine Doyle, GD Accounts Training</b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>



**WEBSITE WORKOUT****(1 DAY)**

This course aims to provide participants with an objective assessment of their business website, as compared with case study examples of best practice. The trainer will also use examples of business websites of participants to explain how websites can be improved and made more commercial. Topics covered will include: the graphic and functional layout of webpages, sitemaps, building quality content, search engine optimisation techniques, commercialising your website, and measuring website traffic. This course acts as a check up as to how effective your business website is and identifies ways in which you can improve it.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Date:</b>	<b>Tuesday 14th October</b>
<b>Duration:</b>	<b>1 day</b>
<b>Time:</b>	<b>10am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Capability Required:</b>	<b>Participants <u>must</u> have a business website to take part in this course. A basic IT knowledge is also required.</b>
<b>Trainer:</b>	<b>SureSkills, <a href="http://www.sureskills.com">www.sureskills.com</a></b>
<b>Places Available:</b>	<b>10</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 (EBAY'S BASIC & ADVANCED SELLING)** (2 DAYS)

This two-day course will focus on the use of eBay in business. eBay, incorporating PayPal is a simple and effective solution for those who wish to sell online and do not wish to set up their own ecommerce website. Day 1 corresponds with the eBay Academy's 'Basic Selling' course and introduces participants to eBay from the very start – how to list and sell individual items. Day 2 follows one month later to allow participants time to use eBay prior to commencing the Advanced Selling course. The Advanced course covers using eBay Shops and advanced eBay tools. This course is particularly suited to product businesses – e.g. craftspeople, gifts, consumer goods etc. *(Please note, although this course takes place in the IT Lab the use of PCs during the course will be restricted to occasional navigation of the eBay website to ensure that all the material in the course outline is covered.)*

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>Tuesday 21st October &amp; Friday 21st November</b>
<b>Duration:</b>	<b>2 days</b>
<b>Time:</b>	<b>10am – 4pm</b>
<b>Cost:</b>	<b>€120</b>
<b>Capability Required:</b>	<b>Please note: To attend Day 1 participants <u>must</u> be registered with eBay.ie and have at least bought one item and have received one Feedback. To attend Day 2 participants <u>must</u> have attended Day 1 and have traded in the intervening period to obtain a Feedback score of 40+ and have experienced selling as well as buying.</b>
<b>Trainer:</b>	<b>Michael Hughes, accredited eBay Trainer &amp; Aine Murphy Head of Education, eBay Business Development</b>
<b>Places Available:</b>	<b>20</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>



**BUILDING AN ONLINE SHOP****(7 MORNINGS)**

This course aims to introduce participants to trading online by adding a shopping cart to a 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, provided by eTailor, the training firm delivering the course (not Wicklow County Enterprise Board).

*(Please note: Training includes a pre-course workshop two weeks before the course commences, which will outline the preparation required.)*

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Dates:</b>	<b>Pre-Course Workshop: Thursday 23rd October</b> <b>Main Course: All Tuesdays: 4th, 11th, 18th &amp; 25th November, 2nd &amp; 9th December</b>
<b>Duration:</b>	<b>7 mornings (including pre-course workshop)</b>
<b>Times:</b>	<b>9.30am – 10am</b>
<b>Cost:</b>	<b>€150</b>
<b>Includes:</b>	<b>One year's hosting of your online shop using OSCommerce</b>
<b>Capability Required:</b>	<b>Basic IT Knowledge, familiarity with the internet. Participants must have their own website.</b>
<b>Trainer:</b>	<b>Eugene McCann, eTailor, <a href="http://www.etailor.ie">www.etailor.ie</a></b>
<b>Places Available:</b>	<b>10</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

**BUSINESS BLOGGING****(1 DAY)**

This one-day programme aims to introduce participants to the concept of business blogging, the history and reasons for it, and how to create a blog. The course will cover the effectiveness of different styles and approaches. By the end of the day each participant will have the skills and knowledge to set up their own blog. This course is delivered by one of Ireland's best known bloggers and organiser of the Irish Blog Awards, Damien Mullev.

<b>Location:</b>	<b>Wicklow County Campus, Rathnew</b>
<b>Date:</b>	<b>Friday 14th November</b>
<b>Duration:</b>	<b>1 day</b>
<b>Time:</b>	<b>9.30am – 5pm</b>
<b>Cost:</b>	<b>€100</b>
<b>Capability Required:</b>	<b>Basic IT Knowledge &amp; familiarity with Internet</b>
<b>Trainer:</b>	<b>Damien Mullev, <a href="http://www.mullev.net">www.mullev.net</a></b>
<b>Places Available:</b>	<b>15</b>
<b>Full outline available:</b>	<b><a href="http://www.wicklowceb.ie/training">www.wicklowceb.ie/training</a></b>

## BOOKING FORM – TRAINING COURSES AUTUMN/WINTER 2008

Name of Business	Description of Business
Name of participant on course	No. of Employees (Full-time/Part-time)
Job title	E-mail
Address	Telephone
Business start date (approx.)	Year of birth of participant
	or tick Pre start-up <input type="checkbox"/>

Course Name	Fee	Please tick
Seminar: "Start Up for Success" (Arklow)	FREE	
Seminar: "Preparing Your Business for Sale or Investment" (Rathnew)	FREE	
Seminar: "Budget 2009 – a Breakfast Briefing" (venue & date TBC)	€20	
Start Your Own Business (September: Brav)	€125	
Start Your Own Business (October: Arklow)	€125	
Start Your Own Business (October: Rathnew)	€125	
Self Assessment Tax & VAT for New Businesses (Glen o'the Downs)	€150	
How to Tender Successfully (Brav)	€80	
Workshop: "A Practical Guide to Market Research" (Rathnew)	€80	
Workshop: "Running an Effective Sales Campaign" (Blessington)	€80	
Workshop: "Keeping Your Business Financially Healthy" (Rathnew)	€80	
The Management Development Programme (Glen o'the Downs)	€600	
H.A.C.C.P. – food safety management (Brav)	€150	
Guided market visit for the craft and gift sector (Dublin)	€50	
Employment Law (Blessington)	€100	
Communicating your Business through the Media (Rathnew)	€100	
Reducing Your Overheads (Arklow)	€100	
TAS Books (Rathnew)	€175	
SAGE Instant/SAGE Line 50 (Rathnew)	€150	
Low Cost Web Design for Start Ups (Rathnew)	€120	
Big Red Book – computerised accounts (Rathnew)	€100	
Website Workout (Rathnew)	€100	
Using eBay in your Business (Rathnew)	€120	
Building an Online Shop (Rathnew)	€150	
Business Blogging (Rathnew)	€100	

I ENCLOSE A CHEQUE FOR €

MADE PAYABLE TO: 'WICKLOW COUNTY ENTERPRISE BOARD'

*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:

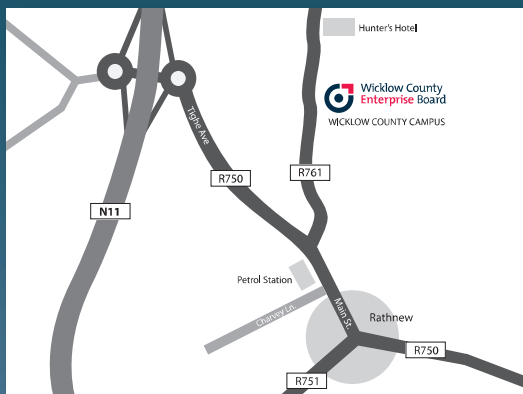
Wicklow County Enterprise Board, Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow.

Web: [www.wicklowceb.ie](http://www.wicklowceb.ie) E-mail: [enterprise@wicklowceb.ie](mailto:enterprise@wicklowceb.ie) Tel: 0404 - 67100



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Clermont House  
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Telephone: 0404 67100



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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