

A photograph of three business professionals (two men and one woman) in a meeting. They are seated around a table, looking at documents and a laptop. The man on the left is holding a pen to his chin, the man in the middle is looking at a document, and the woman on the right is writing on a notepad. The background shows a window with a view of a city. A large red graphic element is in the top right corner.

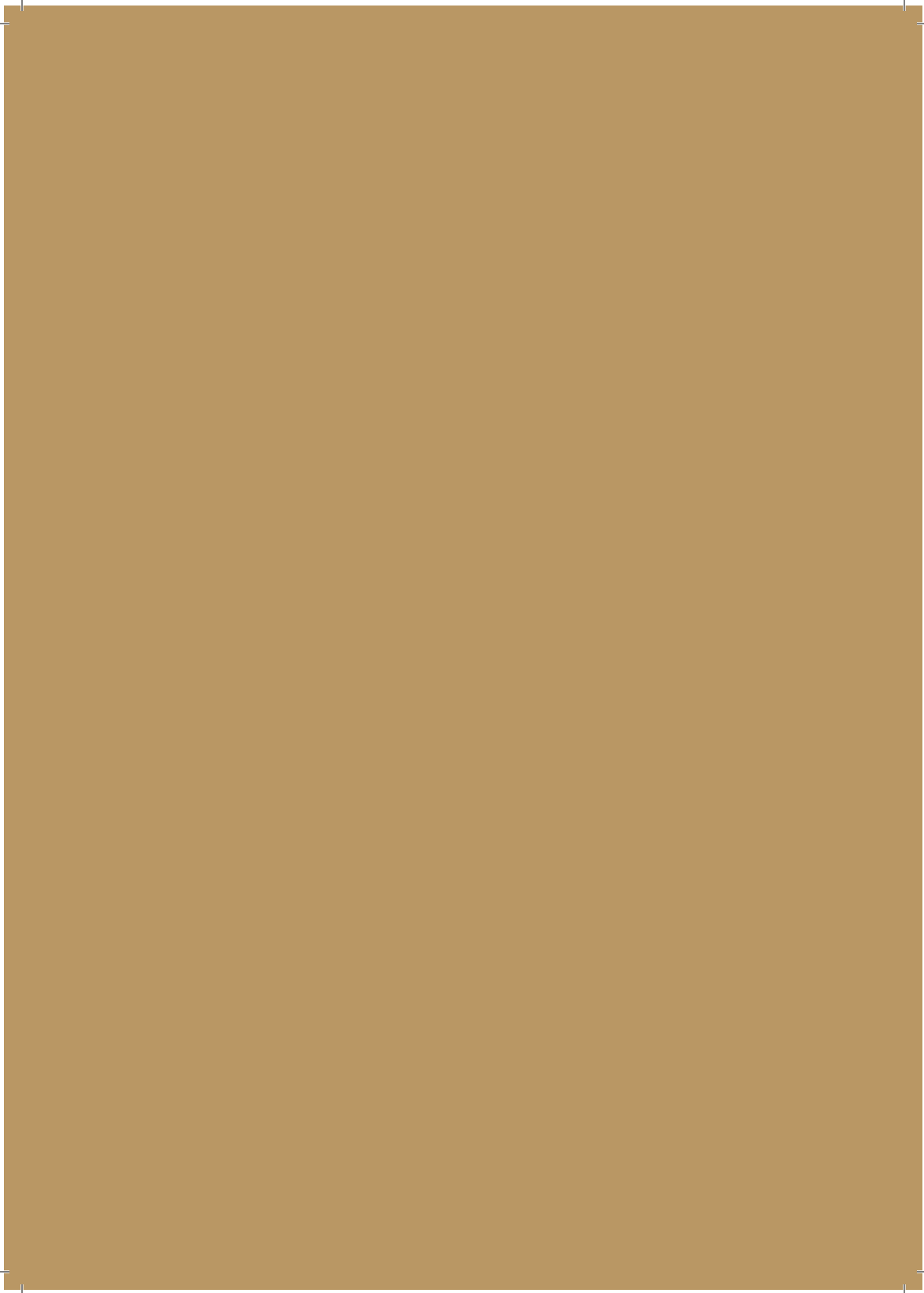
Autumn / Winter 2011

TRAINING BROCHURE

VERSION - 1.0



Wicklow County
Enterprise Board | Bord Fiontar Contae
Chill Mhantáin



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SEMINARS

SEMINAR: 4 Things You Need to Know About Technology for 2012

Well known technology expert Damien Mulley makes a welcome return to Co. Wicklow for this IT trend watching seminar. Topics will include Mobile Commerce, including the use of QR codes and developments in mobile payment technology; Data Protection; new modes of Social Media that businesses need to be aware of; and finally a more in-depth look at website Analytics – watching how users engage with your site and making use of that knowledge.

Location:	Parkview Hotel, Newtownmountkennedy
Date:	Thursday 22nd September
Time:	2pm – 5pm
Cost:	Free of charge
Speaker:	Damien Mulley, www.mulley.ie
Places Available:	80
Suitable for:	New and existing business based in Co. Wicklow
Full outline available:	www.wicklowceb.ie/seminars

SEMINAR: Budget Breakfast Briefing 2012

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 2012. 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:	€10, including hot breakfast buffet
Places Available:	80
Suitable for:	Owner-Managers of businesses based in Co. Wicklow
Full outline available:	www.wicklowceb.ie/seminars



BUSINESS NETWORKS – Remaining Dates for 2011

COUNTY WICKLOW BUSINESS NETWORK

Wicklow County Enterprise Board and Wicklow & Town District Chamber have joined forces to organise a new Network for County Wicklow based businesses, called the County Wicklow Business Network. Meetings are held every second Tuesday throughout 2011 - venues alternating between The Glenview Hotel and the Grand Hotel, Wicklow Town.

Remaining Dates for 2011:

Tuesday 6th September	Grand Hotel, Wicklow Town
Tuesday 20th September	Grand Hotel, Wicklow Town
Tuesday 4th October	Glenview Hotel
Tuesday 18th October	Grand Hotel, Wicklow Town
Tuesday 1st November	Grand Hotel, Wicklow Town
Tuesday 15th November	Grand Hotel, Wicklow Town
Tuesday 29th November	Glenview Hotel
Tuesday 13th December	Grand Hotel, Wicklow Town

For further information, please log on to
http://www.wicklowceb.ie/Co._Wicklow_Business_Network.html

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. Members can utilize the network to promote their business, create alliances with other members, learn new skills, and increase their business contacts. Six meetings take place over the year. Membership costs €60 per annum (this covers all 6 meetings).

Remaining Dates for 2011:

Wednesday 5th October 2011	Parkview Hotel, Newtownmountkennedy
Wednesday 7th December 2011	Parkview Hotel, Newtownmountkennedy

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

START-UP BUSINESS SKILLS COURSES

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 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: Parkview Hotel, Newtownmountkenny
Commences: Tuesday 13th September
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Innovo Training, www.innovotraining.ie
Places Available: 18
Full outline available: www.wicklowceb.ie/training

Course 2

Location: Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
Commences: Thursday 6th October
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Colm O Maolmhuire, Enterprising People
Places Available: 18
Full outline available: www.wicklowceb.ie/training

50+ START YOUR OWN BUSINESS - PILOT COURSE

This course will provide participants born during or before 1961, 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 has been 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 Workshop & Networking Event – please contact us or download the full course outline from our website, for more details.

Location: Glenview Hotel, Glen o'the Downs
Commences: Saturday 24th September
Duration: 11 weeks, one Saturday morning per week PLUS end of course residential workshop
Times: 9.00am – 1.30pm
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

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. This 2-day training course includes an introduction to the Revenue Online System, www.ros.ie

Location: Wicklow County Campus, Rathnew
Commences: Friday 16th September
Duration: 2 full Fridays
Time: 9.30am – 5pm
Cost: €100
Trainer: Sean Fleming, Financial Clarity
Places Available: 15
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 22nd September
Duration:	24 consecutive Thursday evenings (September 2010 – March 2011)
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 INVESTIGATE YOUR BUSINESS IDEA

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.

2 Different Dates:	Saturday 1st October in Avon Rí Conference Centre, Blessington OR
& locations:	Saturday 12th November at the Glenview Hotel
Duration:	One Saturday morning ONLY
Time:	9.30am – 1.30pm
Cost:	FREE OF CHARGE
Trainer:	Saturday 1st October with Yvonne Scully Saturday 12th November with Sean McNulty of Dolmen/Innovator
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

FIGURING OUT YOUR PRICING STRATEGY

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:	Parkview Hotel, Newtownmountkennedy
Date:	Thursday 27th October
Time:	9.30am – 5.00pm
Duration:	1 day only
Cost:	€50
Places available:	18
Suitable for:	Owners and /or key staff members of Wicklow based businesses
Trainer:	Tessa O’Connell (Brand Edge) & Sean Fleming (Financial Clarity)
Full outline available:	www.wicklowceb.ie/training

BOOKKEEPING FOR SMALL BUSINESSES

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:	Wednesday 9th November
Duration:	5 weeks, one evening per week
Time:	7pm – 10pm
Cost:	€100 (€75 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

DRIVING YOUR OWN PR CAMPAIGN

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:	Wicklow County Campus, Rathnew
Date:	Wednesday 19th October
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Sarah Bohan, Engage Communications Ireland Ltd. www.engageireland.com
Places Available:	15
Suitable for:	Owners and/or key staff members of established businesses
Full outline available:	www.wicklowceb.ie/training

MANAGING STRESS IN YOUR BUSINESS

One of the greatest challenges for an owner manager is managing themselves. If the entrepreneur is the driving force behind a business, it is imperative that they too are running as efficiently and effectively as possible. This one-day course is designed to advise on techniques to deal with stress –such as time management, effective planning, conquering procrastination, delegation and learning to say ‘no’.

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 24th November
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Gearoid Hardy
Places Available:	15
Suitable for:	Owners and/or key staff members of established businesses
Full outline available:	www.wicklowceb.ie/training

COMPUTER COURSES

Before booking onto one of our computer courses, please make sure you check the level of IT skills required to get the most out of the course, to ensure that it is neither too basic nor too difficult for your level of proficiency. Please feel free to talk to a member of staff before booking a place – just call us on 0404 30800.

SAGE Line 50

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 bookkeeping principles is required, as the course moves at a quick pace.

Location:	Wicklow County Campus, Rathnew
Commences:	21st September
Time:	9.30am – 5pm
Duration:	3 consecutive Wednesdays
Fee:	€120
Places available:	10 (max.)
Suitable for:	Owner-managers or accounts staff of established businesses based in Co. Wicklow & currently employ less than 10 people
Trainer:	Patricia Feeney
Full outline available:	www.wicklowceb.ie/training

GETTING WICKLOW BUSINESS ONLINE

Getting Irish Business Online is a partnership between Google, Blacknight Internet Solutions, An Post and the County & City Enterprise Boards. It is targeting the **40% of Irish SMEs** including sole traders that do not have a website or an online presence. The campaign is calling on all businesses that do not have a website to log on to **EMBOLDEN: www.gettingbusinessonline.ie** where they can **create** their **business website** for **free**. This 3-hour workshop will walk you through the process, if you do not feel confident going it alone! Please download the full course outline for details, terms and conditions, available on our website www.wicklowceb.ie/training **PLEASE NOTE! There are 2 dates & locations available for this ½-day course.**

Dates & Locations:	Thursday 29th September, at Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow OR Friday 11th November, at Wicklow County Campus, Rathnew
Duration:	½-day only
Times:	2pm – 5pm
Cost:	€25
Trainer:	Gerry Hanratty, Eden Training
Places Available:	12 max.
Full outline available:	www.wicklowceb.ie/training

BOOKKEEPING USING EXCEL

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:	Thursday 10th November
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

DESIGN YOUR OWN SOCIAL MEDIA CAMPAIGN

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. There are 2 dates & locations available for this 1-day course.

Dates & Locations:	Friday 16th September at Wicklow County Campus, Rathnew OR Wednesday 9th November at Arklow Business Enterprise Centre, Arklow
Duration:	1 day only
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:	12
Full outline available:	www.wicklowceb.ie/training

INCREASING TRAFFIC TO YOUR WEBSITE

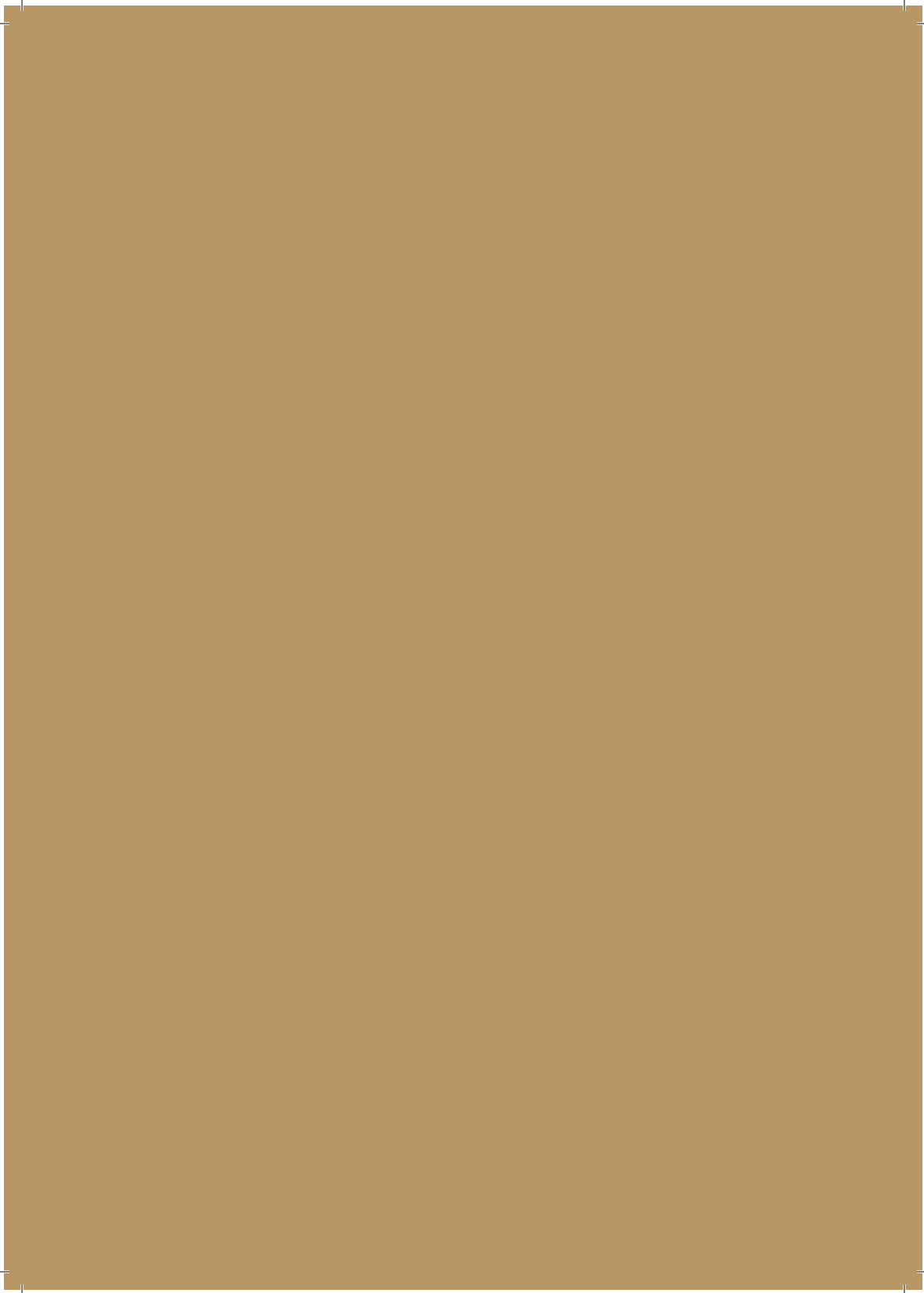
Having a website that ranks high on internet search engines is imperative for small businesses. This course will demonstrate how to use search engine optimisation (SEO) to drive customers to your website. Both free listing techniques and pay-per-click listings will be covered. A vital course for anyone 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. There are 2 dates & locations available for this 1-day course.

Dates & Locations:	Wednesday 5th October at Arklow Business Enterprise Centre, Arklow OR Friday 25th November at Wicklow County Campus, Rathnew
Duration:	1 day only
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:	Rita Tobin, www.t2.ie
Places Available:	12
Full outline available:	www.wicklowceb.ie/training

BUYING AND SELLING ONLINE

This course aims to provide participants with a deeper understanding of the importance of having an online selling strategy for their business (suitable for both product or service orientated businesses). In today's market it is crucial to have a multi channel approach to selling online and to integrate the different channels as part of the online mix (eBay, Facebook, Amazon, Etsy and PayPal). Participants will leave feeling fully confident in their ability to develop a cost effective online selling strategy for their business.

Location:	Wicklow County Campus, Rathnew
Date:	Thursday 20th October
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€50
Trainer:	Aine Murphy, Encore Business Services
Places Available:	15
Full outline available:	www.wicklowceb.ie/training



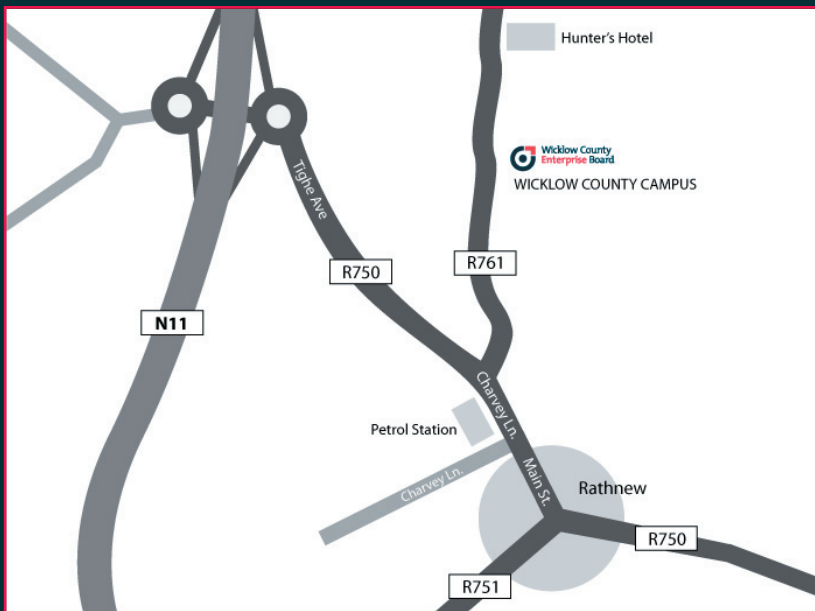


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HOW TO BOOK

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:
Wicklow County Enterprise Board
Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow
Ph: 0404 30800 Email: enterprise@wicklowceb.ie



Ireland's EU Structural Funds
Programmes 2007 - 2013

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INVESTING IN YOUR FUTURE



EUROPEAN REGIONAL
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