



Wicklow County
Enterprise Board



Training Courses for Small Business

Autumn/Winter 2007

Seminars

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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. Cheques should be made out to ‘Wicklow County Enterprise Board’
By email:	Email your Booking Form to: enterprise@wicklowceb.ie . Cheques should be made out to ‘Wicklow County Enterprise Board’
Book & pay online:	Visit www.wicklowceb.ie/training & complete the Booking Form. Wicklow County Enterprise Board will soon be accepting online payments by credit or debit card. Log on to check availability of this service.

SEMINAR: FUNDING YOUR NEW BUSINESS START-UP

(1 EVENING)

Whether you are thinking about starting up your own business, or have already gone out on your own and are looking to make the most of your efforts so far, managing cashflow is one of the biggest concerns facing small businesses in Ireland today. At October's free business seminar, Wicklow County Enterprise Board will provide the forum for those attending to find out about raising finance for a small business. Best practice principles will be explained, along with some of the less obvious sources of start-up funding.

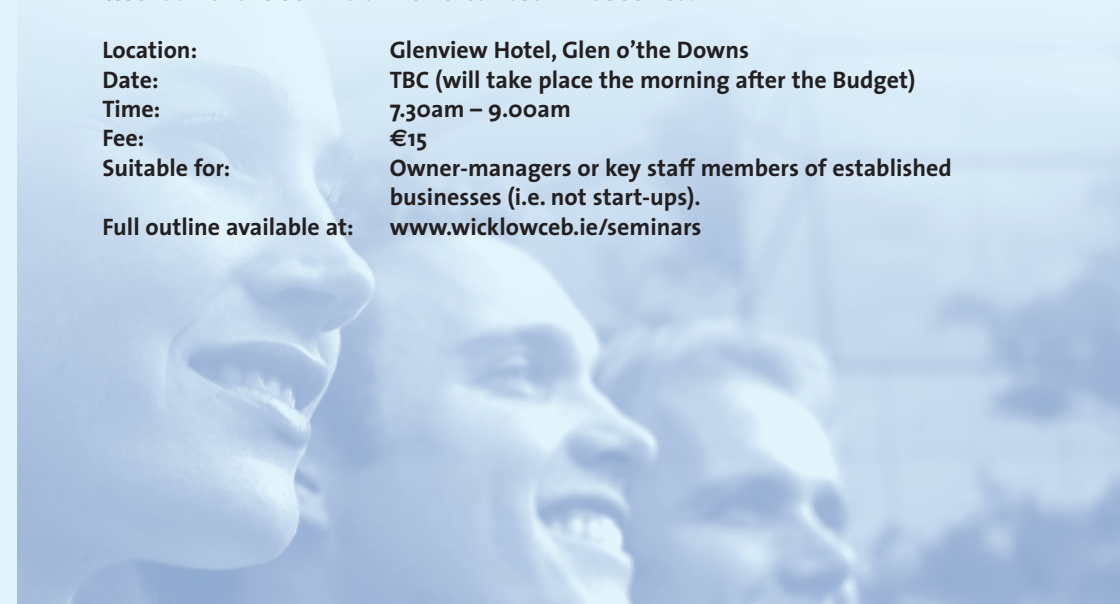
Location:	Ramada Woodland Court Hotel, Bray
Date:	Wed 24th October 2007
Time:	7.30pm – 9.30pm
Fee:	Free of charge
Suitable for:	Individuals at start-up stage or less than 2 years in business
Full outline available at:	www.wicklowceb.ie/seminars

SEMINAR: BUDGET 2008, A BREAKFAST BRIEFING FOR SMALL & MEDIUM BUSINESSES

(1 MORNING)

Now in its third year, the Budget Breakfast Briefing for small & medium businesses in Co. Wicklow provides an overview of the Minister of Finance's decisions in relation to the Budget for the coming year, and how these decisions will affect tax rates in relation to income tax, corporation tax, VAT, pensions and other issues affecting small businesses generally. A full room for last year's event means that pre-booking is essential for this Seminar. A full breakfast will be served.

Location:	Glenview Hotel, Glen o'the Downs
Date:	TBC (will take place the morning after the Budget)
Time:	7.30am – 9.00am
Fee:	€15
Suitable for:	Owner-managers or key staff members of established businesses (i.e. not start-ups).
Full outline available at:	www.wicklowceb.ie/seminars



START YOUR OWN BUSINESS

This course will introduce participants to entrepreneurship, the legal aspects of setting up a business, tax & VAT obligations, basic financial management, gaining competitive advantage, how to conduct market research, selling skills, innovation and using technology effectively.

Suitable for: Individuals wishing to start a business.

Course 1: Arklow
Location: Arklow Bay Hotel, Arklow
Dates: Commences Tues 25th September 2007
Time: 7pm – 9.30pm
Duration: 10 consecutive Tuesday evenings
Fee: €90
Follow-up: Half-day follow-up 3 months after course completion
Max. no. of participants: 15
Trainer: Micheál O’Neill, Omnipro
Full outline available at: www.wicklowceb.ie/training

Course 2: Bray
Location: Ramada Woodland Court Hotel, Bray
Dates: Commences Sat 20th October 2007
Time: 10am – 5pm
Duration: 5 consecutive Saturdays
Fee: €90
Follow-up: Half-day follow-up 3 months after course completion
Max. no. of participants: 18
Trainers: RH Consulting Ltd.
Full outline available at: www.wicklowceb.ie/training

Course 3: Blessington
Location: Avon Rí Conference Centre, Blessington
Dates: Commences Mon 5th November 2007
Time: 7pm – 9.30pm
Duration: Twice a week for 5 weeks – Mon & Thurs evenings
Fee: €90
Follow-up: Half-day follow-up 3 months after course completion
Max. no. of participants: 15
Trainer: Colm O’Maolmhuire, Enterprising People
Full outline available at: www.wicklowceb.ie/training

TAXATION AND FINANCE FOR START-UPS**(3 EVENINGS)**

Participants on this course will receive a practical overview of taxation and finance issues pertinent to a start-up business. By course end, participants will have a basic understanding of a financial model of their business and know the key aspects of taxation system as currently operated to ensure they are tax compliant.

Location:	Ramada Woodland Court Hotel, Bray
Dates:	Commences Thurs 11th October 2007
Time:	7pm – 10pm
Duration:	3 consecutive Thursday evenings
Fee:	€120
Mentoring:	1 hour per participant after course completion
Max. no. of participants:	18
Suitable for:	Individuals wishing to start a business and/or owner-managers or key staff members of businesses which have been up and running for less than 2 years.
Trainer:	Sean Fleming, Fitzgerald Fleming
Full outline available at:	www.wicklowceb.ie/training

HOW TO TENDER SUCCESSFULLY - PUBLIC & PRIVATE SECTOR**(1 DAY)**

More and more private and public projects are awarded using the competitive tendering process. Tendering, correctly utilised, can have a significant impact on the growth of your business. Training company Brand-Edge has developed a practical and highly interactive programme. The aim of the programme is to significantly improve participants' abilities to prepare and submit 'winning tenders'.

Location:	Wicklow Enterprise Centre, The Murrough, Wicklow Town
Date:	Thurs 1st November 2007
Time:	9.30am – 5pm
Duration:	One full day
Fee:	€90
Max. no. of participants:	12
Suitable for:	Individuals wishing to start a business and/or owner-managers or key staff members of businesses which have been up and running for less than 2 years.
Trainer:	Tessa O'Connell, Brand Edge
Full outline available at:	www.wicklowceb.ie/training

I.T. COURSE – LOW COST WEBSITE DESIGN FOR START UP'S**(4 EVENINGS)**

The aim of this course is to introduce participants to the practical steps they need to take in order to have an initial low cost web presence.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Dates:	Commences Tues 9th October 2007
Time:	7pm – 9.30pm
Duration:	4 consecutive Tuesday evenings
Fee:	€120
Mentoring:	1 hour per participant after course completion
Max. no. of participants:	5
Suitable for:	Individuals wishing to start a business and/or owner-managers or key staff members of businesses which have been up and running for less than 2 years.
Trainer:	Christine Campbell, First Class Computer Coaching
Full outline available at:	www.wicklowceb.ie/training

I.T. COURSE – HOW TO BUILD AN ONLINE SHOP**(4 MORNINGS)**

This course will introduce participants to selling online using their own website. This course uses a particular piece of software called OSCommerce which allows the user to create their own virtual shop. OSCommerce is a free piece of software, although costs will be incurred in the hosting of the site. INCLUDED in this programme is one year's hosting for each participant. This hosting is provided by the training company delivering the course, NOT Wicklow County Enterprise Board Ltd.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Dates:	Commences Thurs 11th October 2007
Time:	9.30am – 12.30pm
Duration:	4 consecutive Thursday mornings
Fee:	€120
Mentoring:	1 hour per participant after course completion
Max. no. of participants:	5
Suitable for:	Individuals wishing to start a business and/or owner-managers or key staff members of businesses which have been up and running for less than 2 years.
Trainer:	Eugene McCann, eTailor
Full outline available at:	www.wicklowceb.ie/training

I.T. COURSE – BUSINESS BLOGGING**(1 DAY)**

The concept of business blogging will be introduced and its history explained. The reasons why blogging increases your website's rankings on search engines will be explained, and the benefits that blogs can have for your small business will be made clear. By the end of the day participants will go live with their own blogs.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Date:	Friday 9th November 2007
Time:	9.30am – 5pm
Duration:	One full day
Fee:	€90
Max. no. of participants:	5
Suitable for:	Individuals wishing to start a business and/or owner-managers or key staff members of businesses which are based in Co. Wicklow & have been up and running for less than 2 years.
Trainer:	Robin McKay, First Class Computer Coaching
Full outline available at:	www.wicklowceb.ie/training

Established Businesses**FINANCING BUSINESS EXPANSION****(4 AFTERNOONS)**

As businesses grow one of the most urgent requirements can be for cash. Particularly if the business is moving premises, or needs to invest in new staff, stock and/or equipment. This course aims to describe the main methods of accessing finance for your growing business, including: bank lending, leasing, government grants, private investment and 'business angels'. Trainer and former banker, Lar Burke, who currently heads up the HALO Business Angel Partnership will explain how lenders make an investment decision. Benchmarking, stress testing and financial projections will be explained, as well as how to present a good investment proposition.

Location:	Tinakilly House Hotel, Rathnew
Dates:	Tues 6th, 13th & 20th November & 4th December 2007
Time:	1.30pm – 5.30pm
Duration:	4 Tuesday afternoons
Fee:	€150
Max. no. of participants:	15
Suitable for:	Owner-managers or key staff members of established businesses (i.e. not start-ups) which employ less than 10 people and want to grow.
Trainer:	Lar Burke, Lar Burke & Associates
Full outline available at:	www.wicklowceb.ie/training

THE MANAGEMENT DEVELOPMENT PROGRAMME**(22 WEEKS)**

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. Wicklow CEB is very lucky this year to have expert trainer & facilitator Mr. Blaise Brosnan delivering the Programme. Blaise has delivered the MDP for the past number of years in Co. Wicklow and has received fantastic feedback from participants who appreciate his ability to relate to them and their businesses. This course is accredited by the Carlow Institute of Technology, and the course fee is highly subsidised by Wicklow CEB. Mentoring sessions are included.

Location:	Glenview Hotel, Glen o'the Downs
Dates:	Commences Thurs 20th September 2007
Time:	7pm – 9.30pm
Duration:	Thursday evenings (22 weeks)
Fee:	€500
Mentoring:	4 site visits during the programme
Max. no. of participants:	20
Suitable for:	Participation on this course is restricted <u>only</u> to owner-managers of established businesses which are based in Co. Wicklow & have been in business for more than 2 years.
Trainer:	Blaise Brosnan, Management Resource Institute
Full outline available at:	www.wicklowceb.ie/training

EMPLOYMENT LAW**(1 DAY)**

This one-day programme is designed to give owner-managers a grounding in 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.

Location:	Avon Rí Conference Centre, Blessington
Date:	Tues 27th November 2007
Time:	10am – 5pm
Duration:	1 day
Fee:	€90
Max. no. of participants:	15
Suitable for:	Owner-managers or key staff members of established businesses (i.e. not start-ups).
Trainer:	Vincent Steadman, CMG Consultants
Full outline available at:	www.wicklowceb.ie/training

INTRODUCTION TO EXPORTING**(2 DAYS)**

This course is aimed at businesses on the brink of exporting to new markets. Ideally participants on this course will be established businesses, in growth mode, who ultimately wish to develop an export plan. Trainers from Export Edge Training, led by Austin Rutledge will cover: practical logistical & payment issues, physical distribution, foreign market entry strategies, pricing, avoiding exchange rate risks etc.

Completion of this course could lead to an Innovation Grant from Wicklow County Enterprise Board of up to €2,000 for eligible businesses.

Location:	Parkview Hotel, Newtownmountkennedy
Dates:	Fri 2nd & 9th November 2007
Time:	9.30am – 5pm
Duration:	2 full days
Fee:	€130
Max. no. of participants:	10
Suitable for:	Owner-managers or key staff members of established businesses wishing to explore export markets.
Trainer:	Austin Rutledge & specialist trainers, Export Edge Training
Full outline available at:	www.wicklowceb.ie/training

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 5 participants only. It is recommended that business owners/ accounts staff attend. A basic understanding of bookkeeping principles is required.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Dates:	Commences Tues 11th September 2007
Time:	9.30am – 4.45pm
Duration:	3 full days
Fee:	€120
Max. no. of participants:	5
Suitable for:	Owner-managers or accounts staff of established businesses (i.e. not start-ups).
Trainer:	Patricia Feeney, Accounting Management Services
Full outline available at:	www.wicklowceb.ie/training

SEARCH ENGINE MARKETING (INCL. GOOGLE ADWORDS)**(2 DAYS)**

This course is aimed at businesses with existing websites who wish to improve their rankings on search engines, and generally make their website more visible. Day one will cover Google Adwords – how to set up a campaign, how to monitor it and ‘tricks of the trade’. Day two will cover search engine optimisation (SEO). Trainer Martin Murray is Managing Director of online marketing agency Interactive Return who work with clients such as Diageo and Tesco. Because the course is restricted to 5 participants only, individual attention is guaranteed.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Dates:	Commences Wed 7th November 2007
Time:	10am – 4pm
Duration:	2 full days
Fee:	€100
Max. no. of participants:	5
Suitable for:	Owner-managers or key staff members of established businesses.
Trainer:	Martin Murray, Interactive Return
Full outline available at:	www.wicklowceb.ie/training

CUSTOMER RELATIONSHIP MANAGEMENT (USING ACT SOFTWARE)**(2 DAYS)**

This course will introduce the principles of computerised Customer Relationship Management. Using the ACT! software package learn how to input records, manage contacts and generate reports to that you can keep track of your day-to-day contact with clients and proactively meet their needs. CRM software is best suited to businesses with a good number of clients/contacts, and this course is designed for established businesses. The staff member attending the course must have an intermediate understanding of IT, as this course brings together a number of IT applications. This course includes a one-to-one mentoring session with the trainer, following course completion.

Location:	I.T. suite, Wicklow CEB offices, Wicklow Town
Dates:	Commences Fri 5th October 2007
Time:	10am – 4pm
Duration:	2 full days
Fee:	€100
Mentoring:	1 hour per participant after course completion
Max. no. of participants:	5
Suitable for:	Owner-managers or key staff members of established businesses.
Trainer:	Wayne Davies, Davies Consulting Services Ltd.
Full outline available at:	www.wicklowceb.ie/training

BOOKING FORM – TRAINING COURSES AUTUMN/WINTER 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
Seminar: Funding Your New Business Start-Up (Bray)	FREE	
Seminar: Budget 2008 Breakfast Briefing (Glenview)	€15	
Start Your Own Business (Arklow)	€90	
Start Your Own Business (Bray)	€90	
Start Your Own Business (Blessington)	€90	
Tax & VAT for Start-ups (Bray)	€120	
How to Tender Successfully (Wicklow Town)	€90	
Low Cost Web Design for Start-ups (Wicklow Town)	€120	
How to Build an Online Shop (Wicklow Town)	€120	
Business Blogging (Wicklow Town)	€90	
Financing Business Expansion (Rathnew)	€150	
The Management Development Programme (Glenview)	€500	
Employment Law (Blessington)	€90	
Introduction to Exporting (Newtownmtkennedy)	€130	
SAGE Instant/SAGE Line 50 (Wicklow Town)	€120	
Search Engine Marketing, incl. Google Adwords (Wicklow Town)	€100	
Customer Relationship Management [ACT] (Wicklow Town)	€100	

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
Web: www.wicklowceb.ie Fax: 0404 - 67601



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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