



Wicklow County
Enterprise Board



SPRING / SUMMER 2011

TRAINING BROCHURE



SEMINARS/EVENTS

SEMINARS:

February SEMINAR – “Starting an Export Business”

April SEMINAR – “Using Smartphone Apps in your Business”

BUSINESS TRAINING COURSES

EARLY STAGE BUSINESSES:

Start Your Own Business (Rathnew)

Start Your Own Business (Blessington)

Start Your Own Business (Glen o’the Downs)

Start Your Own Business (Rathnew)

WORKSHOPS: – Investigating Your Business Idea (Glen o’the Downs)

– Writing a Business Plan (Rathnew)

Export Clinic (Rathnew)

Stand Out! – Preparing for Exhibitions (Rathnew & RDS)

ESTABLISHED BUSINESSES:

Everything you need to Know to Market Your Business (Newtownmountkennedy)

Managing Stress in Your Business (Rathnew)

Driving Your Own PR Campaign (Newtownmountkennedy)

A Guide to Tendering (Rathnew)

COMPUTER TRAINING COURSES

COMPUTER COURSES:

Low Cost Web Design for Start-Ups (Rathnew)

Design your own Social Media Campaign (Rathnew/Arklow)

Big Red Book (Rathnew)

Increasing Traffic to your Website (Rathnew/Arklow)

Bookkeeping using Excel (Rathnew)

Buying & Selling Online (Rathnew)

SEMINAR: STARTING AN EXPORT BUSINESS**One Afternoon**

When thinking about starting a business in Ireland in 2011, options within the domestic market may seem limited. Wicklow CEB is running a free business seminar about starting an export-oriented business right from the beginning. Guest speakers will highlight both online and traditional routes to market, while providing guidelines on how to structure your business so that it is export ready at the start.

Location:	Glenview Hotel, Glen o'the Downs
Date:	Tuesday 22nd February
Time:	2pm – 5pm
Speaker:	To be confirmed
Cost:	Free of charge
Places Available:	60
Suitable for:	Those thinking about starting a business and considering targeting an export market; ideal for Start Your Own Business course participants
Full outline available at:	www.wicklowceb.ie/seminars

SEMINAR: “USING SMARTPHONE APPS IN YOUR BUSINESS”**One Afternoon**

This exciting Seminar will introduce the concept of smartphone apps as a tool for your business. Increasingly, small businesses are finding that application software (abbreviated to ‘apps’) can prove to be a very useful marketing tool. In addition to the fact that certain apps can generate revenue when sold to users, many free apps provide a return to businesses by providing a useful solution to a problem and guiding the user to the business website/premises. Guest speakers at this Seminar will include Ireland’s top experts on this topic, describing the relatively straightforward process of developing an app, illustrating the myriad of benefits from a marketing point of view, and providing real case studies from their own businesses. The content will be delivered in lay terminology and all owners/key staff of small businesses in Co. Wicklow are welcome to attend.

Location:	Parkview Hotel, Newtownmountkennedy
Date:	Thursday 7th April
Time:	2pm – 5pm
Speakers:	Ruairi Ó hAilín, Technologist More speakers to be announced
Cost:	Free of Charge
Places Available:	80
Suitable for:	All Co. Wicklow based businesses with less than 10 employees
Full outline available at:	www.wicklowceb.ie/seminars



START YOUR OWN BUSINESS

10 Weeks

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: Wicklow County Campus, Clermont House, Rathnew
Commences: Monday 24th January
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Margaret Fitzsimons, Fitzsimons & Co.
Places Available: 15
Full outline available: www.wicklowceb.ie/training

Course 2:

Location: Avon Rí Conference Centre, Blessington Lakeshore Resort, Blessington
Commences: Thursday 3rd March
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Colm O'Maolmhuire, Enterprising People
Places Available: 15
Full outline available: www.wicklowceb.ie/training

Course 3:

Location: Glenview Hotel, Glen o'the Downs
Commences: Tuesday 22nd March
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Michael O'Neill, Omnipro, www.omnipro.ie
Places Available: 15
Full outline available: www.wicklowceb.ie/training

Course 4:

Location: Wicklow County Campus, Clermont House, Rathnew
Commences: Tuesday 24th May
Duration: 10 weeks, one evening per week
Times: 7pm – 10pm
Cost: €80
Trainer: Quality Education Development, www.qedinternational.ie
Places Available: 15
Full outline available: www.wicklowceb.ie/training

WORKSHOPS: INVESTIGATING YOUR BUSINESS IDEA**One Morning**

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.

5 Different Dates:	1. Saturday 29th January	(Trainer: Yvonne Scully)
	2. Saturday 5th March	(Trainer: Sean Mc Nulty)
	3. Saturday 9th April	(Trainer: Yvonne Scully)
	4. Saturday 14th May	(Trainer: Sean Mc Nulty)
	5. Saturday 27th August	(Trainer: Yvonne Scully)

Location:	Glenview Hotel, Glen o'the Downs
Duration:	One Saturday morning
Time:	9.30am – 1.30pm
Cost:	Free of charge
Trainer:	See above
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

WORKSHOP: WRITING A BUSINESS PLAN**One Day**

This interactive training day focuses on the key skills of Writing a Business Plan. Going through the process of writing up each area of a business plan is vital for getting a strong business up and running. It makes you ask yourself tough questions, and more importantly, answer them! The aim of this workshop is to provide a platform for participants to complete a business plan for a new or recently started business.

Location:	Wicklow County Campus, Rathnew
Date:	Tuesday 19th April
Duration:	One day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Declan Byrne, Innovo
Places Available:	12
Full outline available:	www.wicklowceb.ie/training



EXPORT CLINIC

Two Hours

As a follow on from our February seminar, "Starting an Export Business," this export clinic is a series of confidential one-to-one consultations with an Export Business Mentor. It would also be an excellent add-on for participants from a recent Start Your Own Business course, whose businesses have export potential. Please note that as the consultation is free of charge, booking is essential. Places will be assigned on a first come first served, once candidate suitability has been established. Please contact enterprise@wicklowceb.ie for an application form.

Location:	Wicklow County Campus, Rathnew
Date:	Wednesday 18th May
Duration:	2 x one hour appointments on the day for each participant. One hour with each mentor.
Time:	9am – 5pm
Cost:	Free of charge – application form required
Facilitator:	Peadar Toibin and Paul Reavy, Realt Consulting
Places Available:	Limited availability. Application form required.
Suitable for:	Those wishing to start an exporting business
Full outline available:	www.wicklowceb.ie/training

STAND OUT! – PREPARING FOR EXHIBITIONS

Two Days

This interesting course structure allows for a day of classroom based tuition in the best practice principles of exhibiting your products at a trade show and/or consumer fair. Top tips in relation to securing a prominent space, effective stand display, generating customer orders/sales and training staff will be provided. The second day, at the RDS, will demonstrate the practical application of the theory, where the trainer will guide a walk-through of the exhibition, to point out best practice and common mistakes. For any participants intending to exhibit at this fair, day 2 will provide a critique of their own stand.

Location:	Wicklow County Campus, Rathnew & the Autumn Gift & Home Show, RDS
Dates:	Monday 8th August & Monday 22nd August
Duration:	Two days
Time:	8th August: 9am – 5pm in Rathnew; 22nd August: 11am – 4pm in the RDS
Cost:	€50
Facilitator:	Tony McNally, Salespipeline
Places Available:	10
Suitable for:	Primarily aimed at craftspeople, but artisan food producers, gift retailers and others may attend.
Full outline available:	www.wicklowceb.ie/training



EVERYTHING YOU NEED TO KNOW TO MARKET YOUR BUSINESS

One Day

A one day interactive workshop that will teach you everything you need to know to market your business more effectively. The course will cover tips on how to stand out from the crowd, what marketing really means, what has changed for the buyer and for the seller and which marketing tools to use and why. The workshop will be delivered by Conor Kenny and Grace Gallagher of Conor Kenny & Associates, experts in sales and marketing.

Location:	Parkview Hotel, Newtownmountkenny
Date:	Friday 4th February
Duration:	One day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Conor Kenny, www.conorkenny.com
Places Available:	18
Suitable for:	Key staff and owner-managers of businesses based in Wicklow
Full outline available:	www.wicklowceb.ie/training

MANAGING STRESS IN YOUR BUSINESS

One Day

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:	Wednesday 23rd February
Duration:	One day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Peadar Toibin, Realt Consulting
Places available:	15
Suitable for:	Owners of existing businesses in Co. Wicklow with less than 10 employees
Full outline available:	www.wicklowceb.ie/training



DRIVING YOUR OWN PR CAMPAIGN

One Day

This one-day workshop will 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:	Parkview Hotel, Newtownmountkennedy
Date:	Wednesday 23rd March
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Sarah Bohan, Engage Communications Ireland Ltd. www.engageireland.com
Places Available:	18
Suitable for:	Owners and/or key staff members of Co. Wicklow based businesses
Full outline available:	www.wicklowceb.ie/training

A GUIDE TO TENDERING

One Day

The aim of this course is to significantly improve participants' abilities to prepare and submit 'winning tenders'. Participants will learn how to get on tender lists, the three factors that determine success, the key stages of the tender process, and how to choose the right tenders for your business. A high level of participation will be encouraged to enable participants to learn from each other's experiences and to enable a non-theoretical format.

Location:	Wicklow County Campus, Clermont House, Rathnew
Date:	Friday 13th May
Time:	9.30am – 5pm
Duration:	1 day only
Cost:	€40
Places available:	15
Suitable for:	Owners and/or key staff members of Co. Wicklow based businesses
Trainer:	Tessa O'Connell, Brand Edge Ltd.
Full outline available:	www.wicklowceb.ie/training

DESIGN YOUR OWN SOCIAL MEDIA CAMPAIGN

One Day

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.

Location:	Wicklow County Campus, Rathnew / Arklow Business Enterprise Centre
2 Different Dates:	1. Wednesday 9th February (Rathnew) 2. Tuesday 12th April (Arklow)
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€40
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:	18
Full outline available:	www.wicklowceb.ie/training

LOW COST WEB DESIGN FOR START UPS

Three 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, including some easy to use templates, and will focus on the practical side of designing a small business website from scratch.

Location:	Wicklow County Campus, Rathnew
Commences:	Friday 18th February
Duration:	Three days
Time:	9.30am – 5pm
Cost:	€90
Suitable for:	Owner managers and/or key staff members of new business based in Co. Wicklow
Capability Required:	Intermediate IT Knowledge, familiarity with the internet, ability to upload files and images to the web
Trainer:	Keith Bohanna, www.keithbohanna.com
Places Available:	15
Full outline available:	www.wicklowceb.ie/training



BIG RED BOOK

Two Days

This course will provide participants with the skills necessary to use Big Red Book accounting software to its full potential. It will cover the input of data into all books of entry (purchases book, sales invoice book, cash book, cheques journal), extracting & understanding all month end reports, recording VAT (on a sales invoices basis & on cash receipts basis) and the complete back up and year end routine.

Location:	Wicklow County Campus, Rathnew
Commences:	Tuesday 15th March
Duration:	2 days
Time:	9.30am – 5pm
Cost:	€75
Trainer:	Geraldine Doyle, GD Accounts Training
Places available:	15
Suitable for:	Owner-managers or accounts staff of established businesses which are based in Co. Wicklow & currently employ less than 10 people.
Full outline available at:	www.wicklowceb.ie/training

INCREASING TRAFFIC TO YOUR WEBSITE

One Day

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.

Location:	Wicklow County Campus, Rathnew / Arklow Business Enterprise Centre
2 Different Dates:	1. Friday 11th March (Rathnew) 2. Friday 6th May (Arklow)
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Rita Tobin, www.t2.ie
Places Available:	18
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.
Full outline available:	www.wicklowceb.ie/training

**BOOKKEEPING USING EXCEL****One Day**

This one-day course will cover all the working elements of setting up a simple bookkeeping system on Microsoft Excel. It is imperative that participants ensure they have a strong understanding of bookkeeping principles before undertaking this one-day computer course.

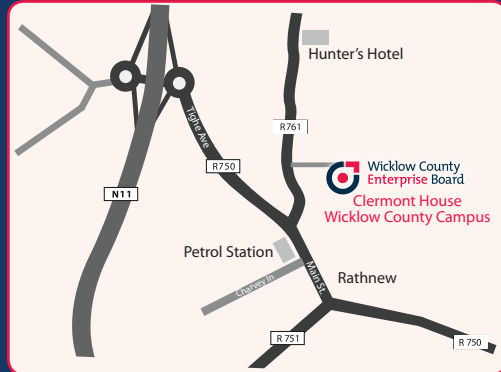
Location:	Wicklow County Campus, Rathnew
Date:	Wednesday 30th March
Duration:	1 day
Time:	10am – 5pm
Cost:	€40
Trainer:	Sarah McGuinness, SM Accounting Solutions
Places Available:	15
Capability Required:	Familiarity with Excel and a basic knowledge of Bookkeeping principles
Full outline available:	www.wicklowceb.ie/training

BUYING AND SELLING ONLINE**One Day**

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 28th April
Duration:	1 day
Time:	9.30am – 5pm
Cost:	€40
Trainer:	Aine Murphy, Encore Business Services
Places Available:	15
Full outline available:	www.wicklowceb.ie/training

Please visit
www.wicklowceb.ie/training



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:

Tamara Mulhall, Information Officer
Wicklow County Enterprise Board
Wicklow County Campus
Clermont House, Rathnew, Co. Wicklow

Ph: 0404 30800
Email: enterprise@wicklowceb.ie



EUROPEAN REGIONAL
DEVELOPMENT FUND



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union