



Local Enterprise Office
MEATH



Discover how Local Enterprise Office, Meath can help you upskill in 2024

TRAINING COURSES & BUSINESS SUPPORTS



MAKING IT HAPPEN

Local Enterprise Office Meath exists to assist and support small, existing, sustainable, growth-orientated and start-up businesses who will then:

- 1. Create employment**
- 2. Expand**
- 3. Sustain existing jobs**

The Local Enterprise Office (LEO) Meath was established with the goal of assisting enterprise development in the county through the creation of an enterprise culture, the provision of advice and support and the granting of financial aid. LEO Meath can assist in the establishment and growth of eligible new and existing small businesses in County Meath.

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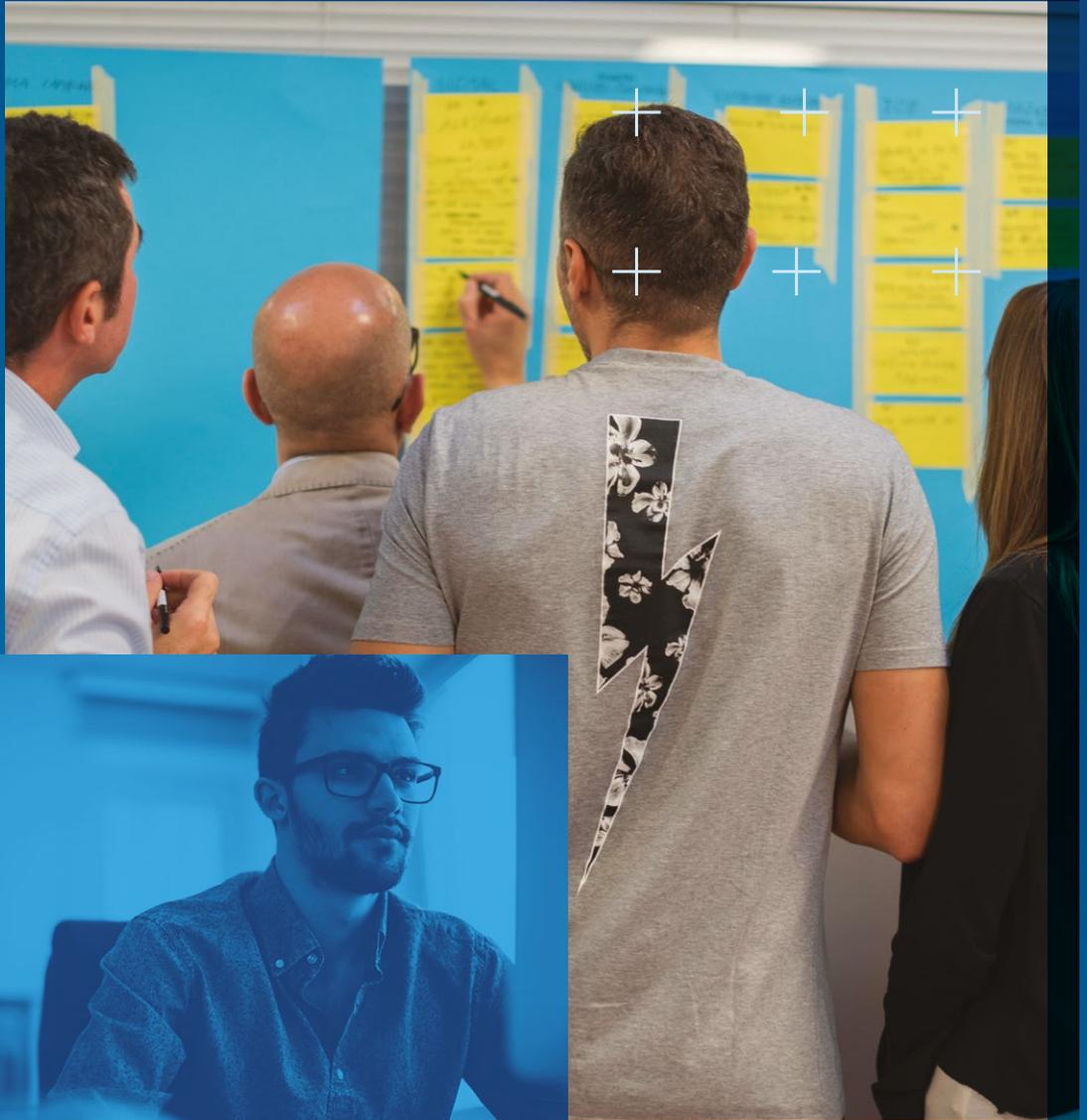


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BUSINESS SUPPORT COURSES

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Business Advice Clinic

Business Advice Clinic is a service where you can share your business ideas with one of the Local Enterprise Office business advisers before making a firm commitment to setting up the business.

A business proposition form needs to be completed in advance of scheduling a meeting. Our Business Advisor can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business promoter. Only applicants based in County Meath are eligible for a one to one business advice clinic.

Define Your Business Idea

3.5 hour workshop

This workshop will provide participants with necessary tools to research and analyse their idea and evaluate their suitability to becoming self-employed, using the **Lean Canvas** Startup methodology.

The course is aimed at individuals with a business idea wishing to start their own business or exploring the possibility of becoming self-employed for the first time. Focussing on the customer rather than the product or service helps would-be entrepreneurs to create a sustainable business model.

Grow Your Business Workshop

1 day In person Event

The programme is designed for business owner/managers who have a real desire to grow their business. It encompasses a mixture of strategic planning tools along with a focus on some of the common areas impeding growth on a day-to-day basis. This workshop will be a one day in person event.

Start Your Own Business Course

6 weeks * 2hours per session

This course is aimed at those considering starting a new business or those who have been in business for less than eighteen months. The online SYOB course is run over 6 weeks with 2 live workshop sessions per week.

Topics include:

Week 1 - Getting Started / Where to Begin & Identifying, Understanding and Researching your Target Market

Week 2 - Tax, Law, Insurance & Financial Planning

Week 3 - Promotion of your Small Business & Sales, Customer Service

Week 4 - Basic Bookkeeping and Entrepreneurial Mind-set and Sources of Funding

**to receive a certificate of completion you must attend 90% of modules.*

Business Plan Workshop

1 day In person Event

This workshop will outline how to write a business plan to secure investment, apply for funding such as a bank loan or enterprise agency support in order to exploit an identified business opportunity

The one day programme will be of benefit to both new and/or existing businesses wishing to introduce new products and business promoters who are actively planning to set up a new business to include those considering self-employment.

FINANCE COURSES



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Practical Guide to Income Tax

DURATION: 3 hours

Aim: This course aims to deal with all tax codes, address tax registrations, deductible expenses and some of the preparation for and completion of the annual tax return. This course will teach the basics of complying and planning for tax obligations for your business. Teaching the business owner, the basics of tax administration.

Programme Content:

Covers:

- Key obligations to Revenue
- Registering with Revenue
- When to register for VAT and pros and cons of registering for VAT
- Deductible expenses
- Understanding how income tax is calculated
- Preparing for tax bill
- Tax dates, deadlines and when tax is due
- Contact numbers and revenue website
- Using ROS and registering an account
- Self Assessment system explained – income tax compliance obligations
- Difference between capital and revenue expenditure
- Capital allowances
- Illustration of how tax is calculated using practical case study
- Tax dates- preliminary tax, tax returns – Form 11

Completing your Annual Tax Returns on ROS (Focus on Form 11)

DURATION: 3 hours

Aim: This workshop will give attendees the tools to enable small business owners file an income tax return.

Objective:

This workshop will give attendees the tools to enable small business owners file an income tax return.

Understand what forms need to be completed, key dates, what information is required, what records need to be kept

- Using Revenue On-line System (ROS) and Return Preparation Facility
- Review of how tax is calculated – using case study and exercises
- Explanation of tax returns – Form 11, 46G and CT1
- Tax dates- preliminary tax, tax returns
- Completing Form 11 – Manual Sample/Case Study
- Form 11 completion – Exercise
- Explanation and walk through of ROS system
- Submitting returns online
- Making payments online
- Viewing details of payments made and returns made online
- Managing tax submissions and tax payments online
- Using ROS apps to assist you with preparing returns and calculating your tax bill

Examples to be shown with ample time for Q&A.



Basic Bookkeeping Workshop

DURATION: 3 hours

Aim: The aim of the course is to give the participants confidence in working with their business's financial records and the knowledge needed to keep proper books of account. It also deals with Revenue obligations.

Format: 3 hour workshop with 1-1 follow up call – up to 3 hours online to set up bookkeeping system and /or deal with issues raised in group session for participants.

Programme Objectives:

At the end of this course participants should be able to:

- Keep appropriate records, know what to keep, how long to keep them & how to keep them organised
- Preparation of Daybooks (concentrating on simple Bank Book during session)
- Extracting key information for taxation and financial management purposes

Outline Content

- Self Assessment system explained – income tax compliance obligations
- Record keeping obligations – receipts, invoices etc
- Using technology to keep records, photos, apps etc
- Review deductible expenses
- Tax dates- preliminary tax, tax returns – Form 11
- Contact numbers
- Dealing with your Accountant
- Basic bookkeeping and accounts terminology explained
- Preparation of the following -
 - Concentrating on Daybooks and day to day bookkeeping
 - Practical application of Bank Receipts Book & Bank Payments Book (Bank Book)
 - Reconciling to bank statements
- Templates provided linking to profit and loss account on Excel
- Introduction to other daybooks
- Setting up Manual v. Excel v. Computer packages as options
- Different types of accounting packages – pros cons and costs
- Using Revenue On-line System(ROS)



Access to Funding

DURATION: 1 hour

This session will focus on the range of financial supports available to micro enterprises, the eligibility criteria and how to apply. It will cover the different types of funding available (both grant aid and bank finance and non-traditional forms of finance, for the various stages in business development and which type is most appropriate for each stage.

Financial Advice Clinics

A fantastic opportunity to review any part of your start-up or micro enterprise finances including bookkeeping, taxes, VAT, budgeting, cashflow, costing, pricing, annual tax returns, projections for grant and/or loan applications, understanding accounts, estimating breakeven. Relevant templates available.

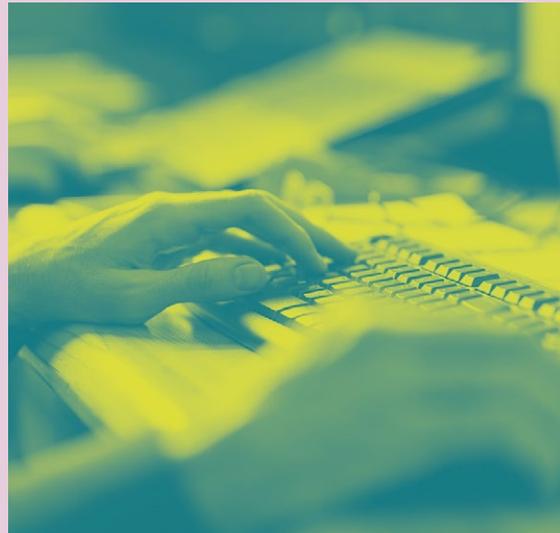
Payments Processing Options for Micro Enterprise

DURATION: One hour webinar

Aim: To provide participants with the knowledge to assess most efficient and effective way to get paid for their business

Programme:

- Overview of common options to get paid
- Tips to getting paid on time
- Online payment options
- Useful apps and software
- Linking your accounts system with payment processing options



Introduction to Green Finance for Micro Enterprise

DURATION: One hour webinar

Aim: To provide participants with knowledge to assess how climate protection can impact and benefit their business

Programme:

- Why green your finances?
- Role of business in protecting biodiversity
- How does climate impact financial management for your business?
- Biodiversity framework for business
- Building biodiversity into your business strategy
- CSRD – Corporate Social Responsibility Directive explained
- Natural Capital Accounting explained
- Supports available for going green
- Funding implications of going green
- Resources for micro enterprise businesses to help them support biodiversity and sustainable development
- Actions to take



GREEN FOR BUSINESS

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As a business owner, you'll understand the growing importance of sustainability, both in business and in the world around us. What you may not understand are the significant benefits that it can have for your company, on everything from efficiencies to cost savings.

Green for Business is a FREE programme that helps small businesses take the first step towards becoming more sustainable, giving you access to a green consultant who'll show you the small changes that can have a big impact on your company - and the world around you.

Developing a 'greener' policy can offer many benefits to your business, including:

- Increased cost savings
- Improved resource efficiency (for example: using less energy, water, and materials)
- Reduced environmental footprint and greenhouse gas emissions
- Opportunities for higher and additional value on products and services
- Increased access to customers, improved corporate image and reputation.
- Increased resilience to climate change impacts

Eligibility

- The programme is open to all enterprises with 1-50 employees except those involved in activities that the Local Enterprise Offices consider as ineligible for example primary agricultural businesses - farms or as involving an unacceptable reputational risk: gambling including 'gaming' (as defined in the Gaming and Lotteries Act 1956), adult entertainment, tobacco products and cannabis-based products which are not authorised as medicines.
- The enterprise must be established, registered and operate within the geographic location of the Local Enterprise Office.
- The enterprise must operate in the commercial sphere.
- Turnover is in excess of €30,000 annually.
- The business is trading in excess of 6 months.
- Companies forming part of a holding group, franchise, linked companies etc. are only permitted to make one application. Multiple applications will not be considered.

How does Green For Business work?

There are two main steps.

Step 1: Watch the Webinar

Learn everything you need to know about Green Business and Sustainability Supports offered by the LEO including Green for Business; Green Start and the Energy Efficiency Grant. Including a first-hand account of a business which has already implemented green initiatives and is enjoying the benefits.

Watch back on demand here: **Green for Business - Lunch & Learn - YouTube**

Step 2: Apply for Green for Business

Apply for two days of mentoring with a specialist Green Consultant – this will include recommendations on specific changes which your business can implement. Your specific needs will be matched to the Green Consultant's area of expertise. Your Consultant will prepare a detailed Green for Micro Report on your business. Click **here** to apply now.

Already completed the Green for Business

And still require further support on your sustainability journey?

You might be eligible for the Energy Efficiency Grant.

The Energy Efficiency Grant supports the investment in technologies and equipment identified in a Green for Micro Report, GreenStart Report or an SEAI Energy Audit with 50% of eligible costs up to a maximum grant of €5,000. The aim of the scheme is to reduce the impact of enterprises on the environment thereby increasing the agility and resilience of these businesses.

You might be eligible for GreenStart.

GreenStart aims to improve environmental performance through greater resource efficiency helping companies achieve competitive advantage and greater market share through enhanced credentials and cost savings. Click **here** for eligibility and to find out more.

You might be eligible for a follow on Green for Business

Contact your LEO Office- please click **here**





What's it about?

LEAN is about being effective and efficient - doing things quicker, better, cheaper... together. LEAN strives to stamp out waste and to continually improve. LEAN requires that individuals, teams and the entire organisation remain continuously focused on the customer, adopting a practical approach to increasing value to the customer by the relentless elimination of every form of unnecessary waste.

LEAN is a way of thinking and acting that enables people to drive the organisation forward. It increases capability and capacity and is the catalyst for innovation. LEAN helps ensure flexibility, responsiveness, efficiency, innovation and by continuously listening to the customer allows companies to compete and win on merit.

Local Enterprise Office Meath recognises the importance of the development of management skills for people managing their own micro or small enterprises. We also recognise the very substantial improvements in productivity and profitability that can result from the application of LEAN principles in a business and aims to support managers in effectively embracing LEAN methodologies in their businesses.

The LEO Lean for Micro business programme helps to:

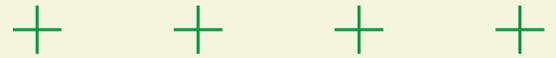
- Identify issues and potential improvement areas;
- Provide support to implement change and
- Achieve savings and improvements in capability and capacity to deliver.

To find out more about eligibility criteria and how to apply for this programme, visit <https://www.localenterprise.ie/Meath/Financial-Supports/Lean-for-Business/>



LEAN FOR BUSINESS

Today, more than ever, business owners and managers are using **LEAN tools and techniques** to address competitiveness issues within their business and build the capability of their people to identify issues and improve their operations.



DIGITAL START PROGRAMME

Digital Start is a pilot initiative from the Local Enterprise Office designed to give eligible Local Enterprise Office clients **that digital edge**



What is Digital Start?

Small businesses need to maximise every advantage - and implementing a digital strategy can give businesses a real edge. Digital Start is a pilot initiative from the Local Enterprise Office designed to give Local Enterprise Office funded clients that digital edge - from optimising processes to delivering a seamless digital customer experience, the aim is to help businesses prepare and implement a plan for the adoption of digital tools and techniques across the business. Digital Start provides support to obtain a digital strategy, technical and/or advisory

services for eligible businesses. Our expert digital consultants help to develop a unique digital strategy that transforms businesses by identifying where you are on your digital business journey, developing a digital adaptation plan based on your identified need and assisting you to implement your digital plan. It is not intended to cover costs associated with website development, digital marketing, or hardware but rather areas like business process optimisation, enhancing your digital customer experience or utilising data better.

For full information on eligibility and to discover how Digital Start can give you the edge contact caoimhe.delany@meathcoco.ie

Who is Eligible for Digital Start?

Eligible Businesses

Digital Start is open to businesses who:

- Are in the Manufacturing or Internationally Traded Service sector operating in the commercial field.
- Employ up to 10 full-time employees and to those non-Enterprise Ireland/IDA clients employing between 10 - 50 on a limited basis in consultation with the LEO.
- In general start-up businesses do not avail of Digital Start, however start-ups that are trading for a minimum of 6 months and have generated revenues in excess of €30k may be considered.
- Companies forming part of a holding group, franchise, linked companies etc. are only permitted to make one application. Multiple applications will not be considered.



Ineligible Businesses

- Domestically focused retail, personal services, professional services and construction services.
- Are operating in the coal or steel sector.
- Are active in the primary agricultural, fishery or aquaculture sectors.
- Are involved in activities that Local Enterprise Offices considers as ineligible or as involving an unacceptable reputational risk. Ineligible activities include activities relating to:
 - The gambling sector, including 'gaming' (as defined in the Gaming and Lotteries Act 1956).
 - Adult entertainment.
 - Tobacco and tobacco related products.
 - Cannabis-based products which are not authorised as medicines.

Ineligible Costs

- Marketing campaign
- Web development and/or build
- Online Advertising implementation
- The purchase of off the shelf software packages, licenses or subscriptions
- The purchase of hardware
- Photography, banner adverts and graphic developments

To Apply

Visit <https://www.localenterprise.ie/Meath/Financial-Supports/Digital-Start/> and complete the online application form.



AGILE INNOVATION FUND

Responding to the threats and opportunities posed by Brexit demands innovation - products, services and processes need to be tailored and improved for international markets before opportunities are lost to the competition or changing conditions.

What's it about?

Enterprise Ireland's new Agile Innovation Fund, which is open to clients of Local Enterprise Offices, allows companies to access up to 50% in support for innovation projects with a total cost of up to €300,000 – with fast-track approval.

Why Choose the Agile Innovation Fund?

The benefits of choosing the Agile Innovation Fund include:

- Helps companies in sectors with rapid design cycles keep their advantage by offering an online application and Fast-Track-Approval process
- Companies can access up to 50% funding, where the grant requested is < €150k (total project cost < €300k)
- The Fund is open to Enterprise Ireland clients and non-Enterprise Ireland clients, and applications may be submitted at any time.

Business Innovation

- Business Innovation projects are also eligible to apply under Agile Innovation
- Business Innovation projects aim to put in place a new service-delivery, production-method or a change to the business model of the company

Am I Eligible?

You are eligible to apply for Agile Innovation Funding, if:

- Your company is an Irish based manufacturing or internationally traded services company
- You can show adequate cash resources to implement the proposed RD&I project

For further details on either of the above or to discuss your eligibility please contact

lorna.cooney@meathcoco.ie



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MANAGEMENT DEVELOPMENT COURSES

Digital Marketing & AI (Artificial Intelligence) management Development

10 Session Programme

This digital marketing & AI programme will take a business owner or manager from A-Z as regards the online marketing world, introduce you to AI tools and how they can be used for your business. Over ten 3 hr. virtual sessions, you will develop an online marketing & social media playbook for your business & receive two 1 hr. 121 mentoring sessions with recommendations. All these sessions will be recorded so that you can watch back in your own time if required.

Learn how to set yourself up for online marketing & social media success using best practice methods and tactics. Learn how to create a great website and get found via Google and social media. Discover how to use content, AI, videos, Google and social ads to develop effective online marketing for your business. A comprehensive programme like this would normally cost €1000s, but you will be able to avail of all at a nominal fee of just €100.

This Programme will Cover:

- An introduction to digital marketing and AI tools such as Chat GPT.
- How to manage your website and website content.
- How to select the right digital technologies, channels, tactics and content for your business.
- How to build an online marketing funnel for your business.
- Why and how customer segmentation is important when it comes to your online marketing.
- How to use Google, Search Engine Optimisation (SEO) & Web Analytics
- Social Media Marketing & Networking including Facebook, Instagram, TikTok,

WhatsApp & LinkedIn.

- How to shoot, produce & promote your business using video.
- How to use Google & Social Media Ads
- What are digital content calendar and themes and how do you use them to plan your digital content?
- Get two 1 hr. 121 mentoring sessions and recommendations from a digital marketing expert.
- How to create a Digital Playbook for your Business.

Learning Outcomes:

- Develop a 360 view of the digital landscape, how the tools, technologies and channels fit together.
- Learn how to use digital planning, technologies, AI, channels, tactics and content for your business.
- Learn how to create an effective website and get found via Google.
- Learn how to use Facebook, Instagram, TikTok, WhatsApp & LinkedIn
- Learn how to use AI including Chat GPT, Google Bard, Quilbot, Jasper.ai, MidJourney, Descript & Canva.
- Learn how to use a Content Calendar and Content Themes to plan and schedule your digital content.
- Learn how to use video marketing to stand out from the competition.
- Learn how to use online ads including Google, Facebook, Instagram & LinkedIn.



Financial Management Programme – Group Training

Duration: 1 days group training plus up to 3 on-site visits (3 hours each) – all training and visits can take place online if required.

Aimed at: Managers and Line Managers who wish to improve their confidence in dealing with, and the general understanding of, business accounts in addition to budgetary and financial management. This will put them in stronger financial health and assist in the mitigation of the impact of current and future challenges facing businesses.

Strengthen financial management capacity, introduce financial management reporting systems, analyse information and assist participants make sound financial decisions to stabilise and grow their businesses.

Programme Objectives:

Upon completion of the course participants will be able to:

- Understand financial terminology of finance and accountancy
- Understand cashflow and key factors affecting cashflow
- Read and interpret financial reports
- Use ratio analysis to track performance
- Costing and price for profit, sustainability and growth
- Use company financial information to manage your day to day operations
- Improve financial management capability
- Gain greater control of their relationships with external financiers, accountants and their own internal management team
- Ascertain what they need to do to enable their business to grow profitably

Outline Content: 2 Modules delivered over 1 days (6 hours face to face training group)

Module 1: Financial Management – understanding accounts and financial terminology

Module 2: Financial Management – costing, pricing and cashflow

Training Methods used:

- Case studies based on real life experiences (tried and tested over the years) and specifically focused on business types attending, discussion, buzz groups, talks, research projects, demonstration, question and answer sessions.
- Practical exercises in financial management.
- In addition business case studies will be used throughout the course which offer some practical material about the experiences of others who have started their own businesses. (These case studies will be disguised to hide the identity of business owners).
- Training sessions are always interesting, engaging and practical.



Mentoring Sessions

- Our follow up approach and methodology is that sessions are participant centred, practical and solution focused. The emphasis is on measurable, tangible results.
- One to one sessions ensure information, skills and techniques explored in group training sessions are applied appropriately to individual situations for optimum benefit. The sessions provide a safe, confidential environment where each participant can discuss his/her individual needs and issue. (he/she may not feel comfortable discussing in a group situation). Participants may also bring issues to the session questions which they may not be comfortable discussing in a group environment.
- Sessions last three hours and can be delivered online via Skype or Zoom if necessary.
- Sessions will be organised by Ace Training head office in conjunction with Trainer/Mentor and client.
- Each session will facilitate and report tangible results.

Programme Delivery Stages

- 1** Send **pre group session** questionnaire to participant
- 2** Prepare materials and **exercises to suit participants**
- 3** Deliver **group session** (online or in physical proximity as agreed with client)
 - Introduce Financial Health Check at End of Group Session.
 - Introduce Finance Capability Programme Mentor Report to each participant.
- 4** Attain **group feedback** and use information to organise mentoring sessions.
- 5** Organise **one to one mentor sessions:**
 - Session 1** - This will involve a completion and review of the financial health check specifically for this business. Establish specific needs of participant, areas of weakness in financial knowledge and establish customised financial management mentoring plan with key outcomes identified and logged. These areas could include topics such as breakeven analysis, budgeting, costing, pricing, cashflow management
 - Session 2** - will deal specifically with issues raised at session one.
 - Session 3** - will also deal with these issues. In the latter part of session 3 Trainer and Trainee will review progress during the programme and clarify that all financial capability areas have been covered.





FOOD & DRINK SUPPORTS

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Boyne Valley Flavours

Boyne Valley Flavours began when a group of passionate food producers and hospitality providers came together to support and promote the local food offering across the region. Today it is a network of over 70 food & craft drink producers along with eligible foodservice, accommodation and food tourism businesses. Members can avail of training, networking events, tours, familiarisation trips, marketing and PR support and more. Each year Boyne Valley Flavours run the Boyne Valley Food Series, a unique calendar of events which celebrates our land, our heritage, our people and of course, our produce. Now in its eleventh year, it continues to go from strength to strength.

Visit www.boynevalleyflavours.ie or email egill@meathcoco.ie for more information and to get involved.



Starting Your Own Food Business in Meath

There is a separate guide available for those who are thinking of starting their own food business in Meath. It covers first steps, business supports, regulations, training, useful resources and more. For more information contact egill@meathcoco.ie

Digital School of Food



An online learning hub has been designed to support you in developing your food manufacturing businesses from start-up to the growth phase. This is the first step for anyone contemplating starting up a food business. You can access the course modules on www.digitalschooloffood.ie

There are six core themes, each containing 2-3 courses including:

- Plan Your Journey
- Route to Market
- Think about Finance
- Grow Your Sales
- Expand Your Business

Support from Experts

Food Starter Programme

Takes place in February and October each year

A 2-day programme designed to help those with a food idea, or those at a very early stage of starting up a food business. It will cover everything from an overview of the Irish food sector to the specifics of starting a food production business.



Food Academy

A development programme giving Irish food and drink producers a big chance. Through workshops, mentoring and the opportunity to pitch to SuperValu store owners, this is a unique opportunity to see your product on the shelf of one of Ireland's leading retailers. Bord Bia, SuperValu and the Local Enterprise Office collaborate to ensure you have every opportunity to grow your business. The Food Academy programme is delivered on a regional basis throughout the country by the network of Local Enterprise Offices.

Contact localenterprise@meathcoco.ie for an application form.



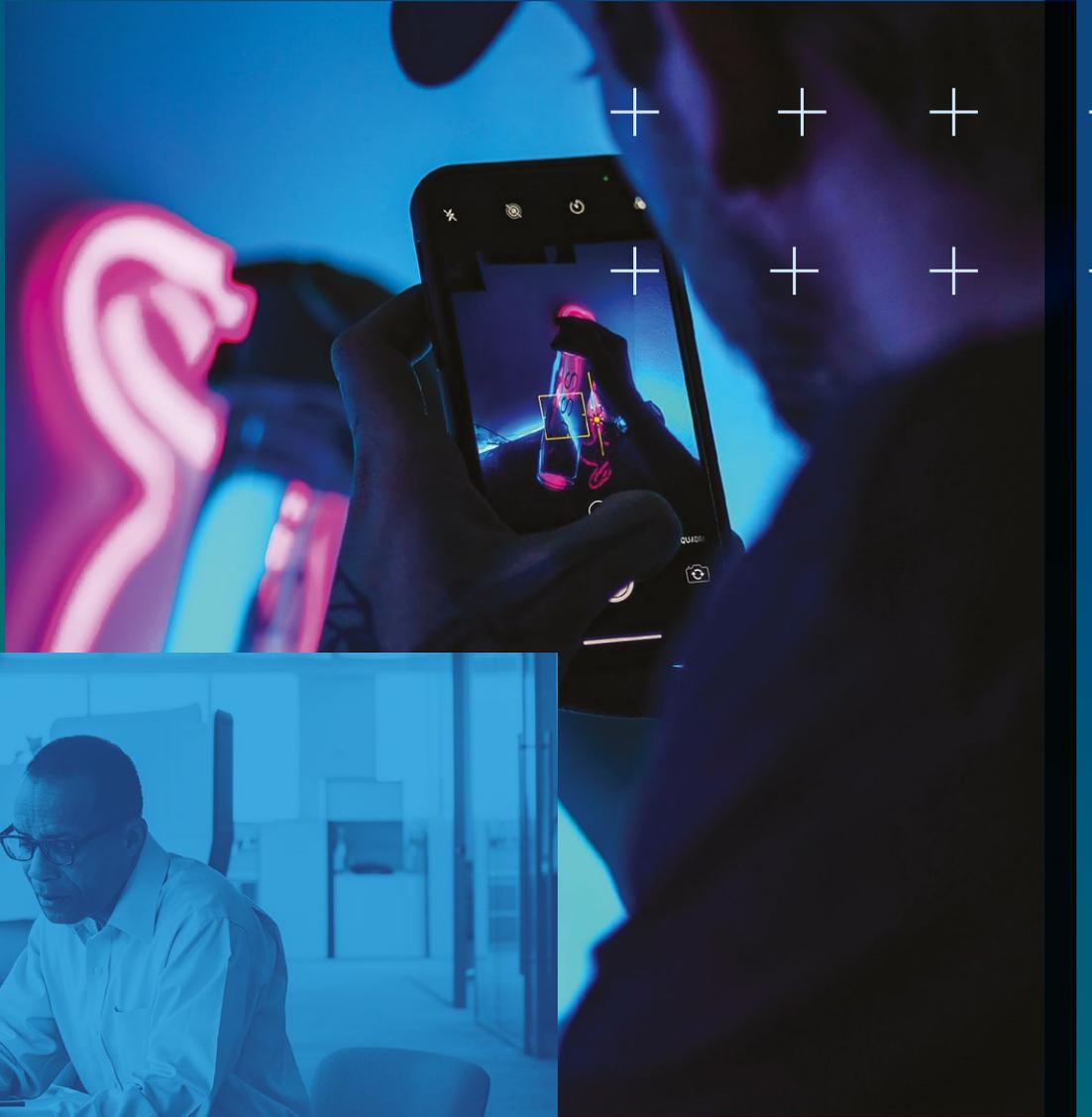
Boyne Valley Food Hub

The Boyne Valley Food Hub, located in Navan, offers a comprehensive range of facilities and support for start-up and scaling food businesses which include;

- Food-grade incubation units,
- A food R&D lab and sensory testing facility,
- Access to coworking, meeting rooms and events spaces,
- Access to a media lab equipped with audio and visual technologies, drone technology and virtual reality resources,
- Access to a fab lab for prototyping products, equipped with 3D, laser and large format printers.

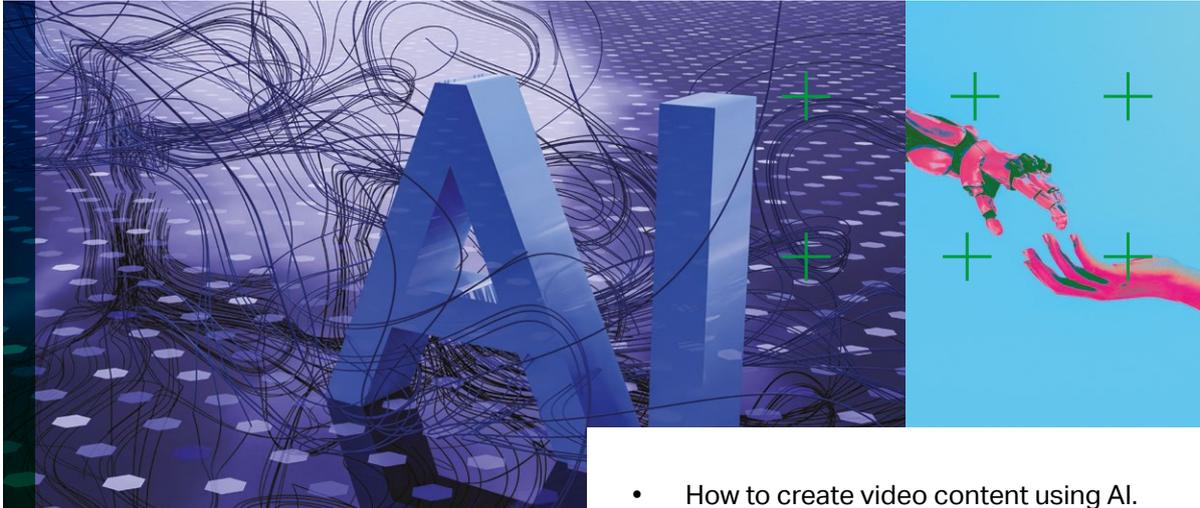
For more information visit - www.meathenterprise.ie/hubs/boyne-valley-food-hub/





SOCIAL MEDIA & MARKETING

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AI Tools for Business

AI is the greatest technological advancement since the creation of the internet and is already having a massive impact on how we do business. This 3-hr. practical workshop will introduce artificial intelligence and examine how AI business tools can save you time, boost productivity and market your business. The AI covered will include Chat GPT, Google Bard, Quilbot, Jasper.ai, MidJourney, Descript & Canva (AI). The session will include "how to" demonstrations and attendees will use AI including generating content for their business.

This workshop will cover:

- What is Chat GPT and Google Bard?
- How Chat GPT can generate social media/ blog content, workflows and even write video scripts.
- How to use Chat GPT for SEO and optimize your website.
- What are Chat GPT prompts to use to generate high quality unique content.
- How to use Quilbot to ensure your content is not AI detected.
- What is Jasper.ai ? And how to use it as your content creator.
- An introduction to MidJourney and how it can be used to create unique AI imagery.
- Top MidJourney prompts and how can you use them to get remarkable results.
- How to create video content using AI.
- An introduction to Descript and how you can turn text into audio and video.
- How to turn your blog content into video using Lumen5.
- How to use Canva's AI tools in your video and social graphic creation.
- How to plan and execute your AI. Strategy.

Learning Outcomes:

- Get an introduction to many of the most popular and impressive AI including Chat GPT.
- What is Chat GPT and how can you use it for your business.
- What is Google Bard and how can you use it for your business.
- What are Quilbot, MidJourney, Descript & Canva (AI) and how can you use them for your business.
- How to use AI to create workflows
- How to use AI to optimise your website
- How to use AI to generate content including video, audio & text.
- How to convert text to audio.
- How to use AI to convert text to video.
- How to use AI for social media marketing & content.
- How to use AI as part of your business strategy.
- How to use AI for business processes.
- How to use AI for customer service.
- How to use AI to accelerate your business growth



Canva for Business Beginners

Canva is a very popular graphic design platform, used to create social media graphics and other visual content. This workshop is for anyone who wants to understand how to use Canva to create impactful visual content for their business. This workshop is an introduction to Canva and suitable for those that are new to using the platform.

Learning Outcomes:

- Learn how to use Canva to plan and create impactful visual content to market your business.
- Learn how to set up a Canva Account for your business.
- Learn how to use Canva templates for all your visual marketing.
- Learn how to use Canva for your social media marketing including Facebook, Instagram, Twitter, LinkedIn, video and more.
- Learn how to upload your logo and use your colours and font with your designs.
- Learn how to use videos and GIFs
- Learn how to find non-copyright visual and audio content that you can use with your designs.
- Learn how to use animations.
- Learn how to resize your visual content for different social media.

This workshop will cover:

- What is Canva and why should you use it for your visual marketing?
- How to sign up for Canva.
- Canva Free Vs Pro, which type of account do you need?
- Canva Pros vs Cons.
- What are Canva templates and how do you use them?
- How to use Canva for social media marketing.
- How to organise your designs on Canva.
- How to upload your logo and use your colours and font.
- How to add & use video.
- How to use GIFs.
- How to add QR codes & Maps.
- How to search for non-copyright images, video, audio and graphics.
- How to use grids, frames & background remover.
- How to convert images to animations.
- How to resize for different social media channels.
- How to plan & schedule content from Canva.
- How to add audio.



Canva for Business Advanced

Canva is a very popular graphic design platform, used to create social media graphics and other visual content. This workshop is for anyone who wants to understand how to use Canva to create impactful visual content for their business. This workshop is for experienced Canva users or those who have already attended the beginner's session.

Learning Outcomes:

- Learn how to use Canva to plan and create impactful visual content to market your business.
- Learn how to use Canva templates for all your visual marketing and learn how to use them within your team, or for sharing with your customers.
- Learn how to use Canva for your social media marketing including Facebook, Instagram, Twitter, LinkedIn, TikTok, Twitter.
- Learn how to plan and schedule your content with Content Planner.
- Learn how to create a Brand Kit with your logo(s), brand colours, fonts.
- Learn how to visually display your Data with Charts and Tables.
- Learn how to use videos and GIFs.
- Learn how to find non-copyright visual and audio content that you can use with your designs.
- Learn how to use animations.
- Learn how to resize your visual content for different social media.
- Learn how to create Mockups.
- Learn how to create a One-Page Website or Landing Page.

This workshop will cover:

- Overview of Canva
- Canva Free, Pro & Teams
- How to create a Brand Kit
- Canva templates and how do you use them?
- How to create and share your own Canva Templates.
- How to use Canva Elements – Images, Video, Audio, Animations
- How to use your own photos & videos.
- How to use background remover.
- How to use grids and frames.
- How to create tables & charts.
- How to optimise Canva for social media marketing with Magic Resize.
- How to use Canva Content Planner
- How to organise your designs on Canva in folders & projects.
- How to use GIFs.
- How to add QR codes, YouTube & Maps.
- How to search for non-copyright images, video, audio and graphics.
- How to create Mockups.
- How to convert images to animations.
- How to add audio.
- How to create a website or landing page on Canva.



Trading Online Voucher Information Session (3 hours)

Outline: This 3 hour workshop is an interactive information session on the Trading Online Voucher Scheme. Find out all you need to know about the scheme and ask any questions that you might have to a trained web specialist. This seminar is mandatory for anyone applying for a Trading Online Voucher.

This workshop will cover:

- What is the TOV and who is eligible for it?
- How to fill out the TOV Application form.
- How COVID 19 has changed buying behaviour forever?
- Case studies – how Meath SMEs that have availed the TOV voucher have transformed their business by trading online.
- Why your business needs a website with payment and/or booking capabilities.
- Your Website Audit – Breakout session conducting a quick self-audit.
- 10 Tips to create an effective website – (Including – UX, Mobile readiness, loading speed, SEO and Images).
- Google and Social Media Ads – why they are vital in driving targeted customers to your website.
- Tips for sourcing and dealing with potential suppliers.

Learning Outcomes:

- Learn about the TOV, what's included and if you are eligible to apply.
- Learn how to complete your application.
- Learn how to source the right web developer to build your website.
- Learn how to audit your website and digital infrastructure.
- Learn how COVID has impacted buying behaviours.
- Learn about Meath businesses who availed of the TOV. voucher and are succeeding online.
- Learn how to create an effective website.
- Learn how to drive traffic to your website.
- Learn how to use your website to create sales and customers for your business



Website Health Check

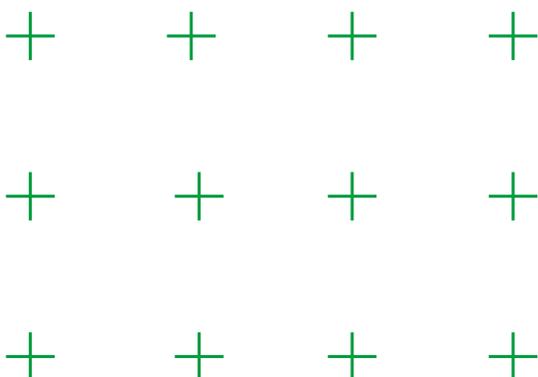
Outline: The website health check is a dedicated 1 hour session providing business owners with 1 to 1 advice and feedback on their website. Our web experts will be on hand to answer any questions you may have with regards to your website.

This Health Check will cover:

- How to conduct a website audit
- Website performance
- Mobile experience
- User experience
- Website pages & content
- Functionality
- Search engine visibility
- Search engine optimisation
- Keyword usage
- Google Business
- Monitoring & alerts
- Website security
- SSL certificate
- Hosting & domains

Learning Outcomes:

- Learn how to conduct a website review
- Learn about how to improve the performance of your website
- Learn how to conduct keyword research
- Learn how to optimise your website to get found via Google
- Learn how to set up & use Google Business
- Learn how to use website content including video & images
- Learn about website security including SSL certs





Women in Business and Tech Network

The Local Enterprise Office Meath runs a business network specifically aimed at supporting female entrepreneurs within the county. This is also run in partnership with County Meath Chamber. The network holds four in person events per year. The events include a combination of speaker panels followed by Q&A as well as events which are more networking orientated with just one keynote speaker on a particular business theme/topic.

Simply log onto our website at <https://www.localenterprise.ie/Meath/Training-Events/Networks/> to view the upcoming event and click on the link to register.





Local Enterprise Office 
MEATH

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