Business
Training Courses
Workshops
and Clinics
Spring 2017

Oifig
Fiontair
Áitiúil

Local
Enterprise
Office

...Let's talk business

Contents

Workshops for Small Business

Workshops for Small Business - Tourism Sector

Tendering Workshops for Small Business

Book Online
www.localenterprise.ie/Wexford

Please note that preference for places will be granted to
small businesses ie. less than 10 employees

Local Enterprise Office
Wexford County Council, Carricklawn, Wexford Y35 WY93.
Tel: 053 919 6020
Email: info@leo.wexfordcoco.ie

BUSINESS IDEA CLINIC Start Your Own Business

Aimed at
Individuals, SME's and Micro enterprises who have an idea for a new product or service and people actively seeking new opportunites for business

Contents
A business idea clinic giving you the opportunity to discuss, in confidence, your ideas, plans or invention. Avail of this 60 minute one to one chat to gain advice, guidance and suggestions on how to identify, research and develop your business idea.

Facilitator
Tony Ennis
www.ennisco.ie

Topics
1. Entrepreneurship and idea development
2. Thinking & problem solving tools
3. Market research techniques /exercises
4. How to devise solutions
5. How to identify potential opportunity

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 25 Jan, 2017

Times	9.00 – 10.00am	
	10.00 – 11.00	1.45 – 2.45
	11.15 – 12.15	2.45 – 3.45
	12.15 – 1.15	4.00 – 5.00pm

Cost	€25 per meeting
Places	7

Comments on **Start Your Own Business** Course

'I found the advice and support given on this course invaluable.'

'I would recommend this course to anyone thinking of starting a business.'

'Excellent course, guest speakers were very interesting. Trainer was well prepared and always good humoured.'

'Well organised and interesting course. Excellent trainer. Very informative and interesting.'

'The course was very informative and provided a very good learning environment. I would highly recommend it to others.'

'This course has opened my mind to new ideas and the guest speakers that attended were inspiring.'

'I found the advice and support given on this course invaluable.'

'This course has really given me the confidence to start my own business. Information/mentor were top quality.'

'Really enjoyed the group activities in the class. Trainer was always efficiently communicating and enthusiastic.'

'I thought the course was excellent and very motivational.'

'Highly recommend to others'

START YOUR OWN BUSINESS

Aimed at
Anyone who is thinking of starting their own business or has recently started a business.

Contents
1. Introduction
2. Business planning
3. Market research
4. Book-keeping
5. Taxation
6. Financial management
7. Legal & insurance
8. Marketing
9. Sales
10. Sources of finance

Objectives
To enable participants to develop the skills and knowledge to start up their own business.

Includes   Optional - one mentor visit

Time	7.00 - 10.00pm for 10 nights
Cost	€120 Employed/ €60 Unemployed
Places	20

'This course has opened my mind to new ideas and the guest speakers that attended were inspiring.'

'I found the advice and support given on this course invaluable.'

'This course has really given me the confidence to start my own business. Information/mentor were top quality.'

'Really enjoyed the group activities in the class. Trainer was always efficiently communicating and enthusiastic.'

'I thought the course was excellent and very motivational.'

Wexford

Venue	Wexford Enterprise Centre, Kerlogue Ind. Estate, Wexford
Tutor	Tony Ennis www.ennisco.ie
Dates	Tue, 31 Jan, 2017 - 4 Apr, 2017

Enniscorthy

Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutor	Alan Maher www.maherconsulting.ie
Dates	Tue, 7 Feb, 2017 - 11 Apr, 2017

Gorey

Venue	Ashdown Park Hotel, Gorey, Co. Wexford
Tutor	Jim Nolan www.consultcatalyst.ie
Dates	Wed, 8 Feb, 2017 - 12 Apr, 2017

New Ross

Venue	Brandon House Hotel, New Ross, Co. Wexford
Tutor	Kilian Duignan www.managementresource.ie
Dates	Wed, 15 Feb, 2017 - 26 Apr, 2017

BASIC BOOKKEEPING FOR A SMALL BUSINESS

Aimed at
Those who are thinking of setting up a business or have set up in the last 2 years, Owner/Managers, Accounts personnel.

Contents
1. Inputting data into all books of entry – purchase book, cheques journal, sales invoice book, cash book, petty cash book.
2. Extracting reports, bank reconciliation debtor's reports, creditors reports
3. VAT Registration – VAT on sales invoices basis and on cash receipts
4. Completing a VAT 3 form
5. Dates to remember – VAT, PAYE/PRSI, Tax
6. PAYE practical advice on employees costs – calculations and dates for Revenue
7. Tax credits, USC and PRSI – self-employed and Class A PRSI
8. Extracting a Profit and Loss and Balance Sheet

Objectives
To provide participants with an in-depth understanding of basic accounting principles as well as comprehensive working knowledge of their obligations to Revenue.

Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutor	Geraldine Doyle www.gdaccountstraining.ie
Dates	Thur, 9 Feb, 16 Feb, 23 Feb, 2 Mar, 9 Mar, 16 Mar, 2017
Time	7.00 - 10.00pm for 6 nights
Cost	€120
Places	15

Microfinance Ireland Loans

Under a partnership between Microfinance Ireland and Local Enterprise Offices, business loans are now available through the Local Enterprise Office in Wexford.

- Unsecured loans from €2,000 up to €25,000
- Term from 3 to 5 years
- Reduced Interest Rate 6.5% (6.8% APR) for LEO clients
- Flexibility on repayment terms

By applying through the Local Enterprise Office you will get :
- A reduction on normal interest rate of 7.5% (7.8% APR)
- Assistance and feedback on application
- Business advice and support

If you would like to apply for a loan please contact Breege Cosgrave on 053 919 6023 or email breege.cosgrave@leo.wexfordcoco.ie

For more info & details on the application process: **www.microfinanceireland.ie**

TRAIN THE TRAINER COURSE - FETAC QQI Level 6

Aimed at

Anyone who delivers training programmes or who plans to provide training in the future

Contents

This programme works on three levels. Firstly it explores the total training role, the next element is selection of the most effective, efficient and appropriate methods to deliver various types of training, and thirdly it trains how to prepare and deliver the training.

- Training needs analysis
- Training design
- Training administration
- Training delivery
- Theory of training and adult learning
- The role of the trainer
- Programme design
- Preparing for training delivery
- Delivery and assessment
- Evaluation of training delivery

At the end of this programme you will be able to:

- Write a training specification to QA5801 standard
- Write a demonstration plan
- Include effective training games
- Be more creative and innovative in performing your training
- Understand how people learn
- Be familiar with the adult learning cycle
- Understand how brain-friendly learning works
- Apply the most appropriate of the 6 training interventions
- Understand the relationship between objectives and learning methods
- Select and use the most effective methods of learning
- Be more confident in delivering your training interventions
- Build instant rapport with your trainees
- Communicate more effectively.
- Be a better listener.
- Be able to question effectively.
- Be confidently able to manage, motivate and control your trainees.
- Apply coaching techniques as a trainer.
- Motivate your trainees to use this learning.
- Select the most appropriate assessment methods.
- Be competitive in managing training appraisals.
- Evaluate the return on your training investment

Objectives

To teach participants the principles of successful training and to develop participants' confidence, skills and ability to deliver effective training sessions.

Includes	Lunch
Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Terry Harmer NLC Training
Dates	Fri, 10 Feb, 17 Feb, 24 Feb, 3 Mar, 2017
Time	9.30 am - 5.30 pm for 4 days
Cost	€500
Places	12

KICK START YOUR FOOD BUSINESS

Aimed at
Anyone with a food idea, or those at a very early stage of starting up a food business (typically in the first 24 months)

Contents

Day 1:
Day one will focus on providing participants with an overview of the dynamics of the food sector in Ireland and getting objectives for our project clear in your mind. The content will include:

1. Individual participant introductions
2. Feedback and discussions based on your product idea
3. Understanding the Irish food sector
4. Understanding what is artisan food production
5. Identifying what are the pit falls associated with starting your own food business
6. Minimum requirements, e.g. food safety, labelling, requirements, insurance etc.
7. How much money might a food start-up business cost
8. Understanding the critical role of packaging and branding
9. Researching your idea

Day 2:
This workshop will focus on the more practical aspects of setting up a food business. The content will include:

1. How to build your pricing model
2. Distribution options
3. Understanding the role of the various agencies, e.g. Bord Bia, LEO etc.
4. How to manage the brand design process
5. Deciding on your route to market
   - Direct selling, e.g. online, farmers market, etc.
   - Retail channels
   - Food service channels
   - Succeeding with store managers and trade buyers
6. Attending consumer shows and trade fairs
7. Packaging review
8. Identifying new steps

Objectives
To provide participants with base knowledge of what is involved in setting up a food business. The content of the course is designed to provide the participants with information which will allow them to avoid the pit falls normally associated with this journey.

Includes	Lunch
Venue	Wexford County Council, Carricklawn, Wexford
Tutors	James Burke www.jamesburke.ie
Dates	Wed, 22 Feb & 1 Mar, 2017
Time	9.30am - 4.30pm for 2 days
Cost	€75
Places	20

'Found the course very informative and exciting.'
Course participant

TECH START UP CLINIC Tech / ICT / Online

Aimed at
Owners/Founders of Tech / ICT /
Online Start Ups

Contents
A tech start up clinic where owners/founders
can discuss their online business ideas/
plans for a one and and half hour meeting
with an experienced internet entrepreneur
and obtain feedback and guidance on their
product and funding objectives.

Facilitator
Fergal O'Byrne
https://ie.linkedin.com/in/fergalobyrne
Former CEO Irish Internet Association.
Former CEO Sonru.com

Topics
1. Business Plan Analysis
2. Minimum Viable Product for market
3. Funding Requirements
4. Scaling the business

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 1 Feb, 2017
Times	9.30 – 11.00am
	11.15 – 12.45
	2.00 – 3.30
	3.45 – 5.15pm
Cost	€50 per meeting
Places	4

TWITTER FOR BUSINESS CLINIC Join the conversation

Aimed at
Owner/Managers, Marketing staff, for both
beginners and those who want to improve
their presence on Twitter

Contents
A Twitter clinic where owners/managers
and/or marketing staff can learn to
increase followers on Twitter and drive
traffic to their site. A one hour meeting
with a Twitter expert will identify what will
prove most effective for marketing to your
potential customers and increase your
brand awareness.

Facilitator
Aisling Hurley
www.thesmallbusinessfairy.com

Topics
1. Branding your Twitter page
2. How to use hashtags for brand identity
3. Ways to increase valuable followers
4. Using Twitter to gain competitive advantage

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 8 Feb, 2017
Times	9.00 – 10.00am
	10.00 – 11.00 1.45 – 2.45
	11.15 – 12.15 2.45 – 3.45
	12.15 – 1.15 4.00 – 5.00pm
Cost	€25 per meeting
Places	7

PUBLIC RELATIONS CLINIC PR techniques for your business

Aimed at
Owner/Managers, Marketing Staff

Contents
A public relations clinic where owners/managers and/or sales and marketing staff can meet a PR consultant for one hour to discuss their current challenges and opportunities. This insight will determine the PR tactics they could adapt to gain positive media coverage in print and broadcast media about their business, leading to greater customer awareness and loyalty.

Facilitator
Alma Feeley
www.midaspr.com

Topics
1. Current status, PR history, SWOT analysis
2. Ascertaining a unique selling point for the business
3. Developing a PR plan for the business

Venue Wexford County Council, Carricklawn, Wexford

Date Wed, 15 Feb, 2017

Times 9.00   – 10.00am
10.00 – 11.00   1.45 – 2.45
11.15 – 12.15   2.45 – 3.45
12.15 – 1.15   4.00 – 5.00pm

Cost €25 per meeting

Places 7

FACEBOOK FOR BUSINESS CLINIC Talk to your customers

Aimed at
Owner/Managers, Marketing staff

Contents
A Facebook for business clinic where you can meet a Facebook expert for a scheduled one hour meeting. The meeting is an opportunity to discuss how to use Facebook to promote your business.

Facilitator
Aisling Hurley
www.thesmallbusinessfairy.com

Topics
1. Facebook marketing
2. Advertising on Facebook
3. Building your audience
4. Posting, liking and sharing
5. Vital skills and top tips

Venue Wexford County Council, Carricklawn, Wexford

Date Wed, 22 Feb, 2017

Times 9.00   – 10.00am
10.00 – 11.00   1.45 – 2.45
11.15 – 12.15   2.45 – 3.45
12.15 – 1.15   4.00 – 5.00pm

Cost €25 per meeting

Places 7

LINKEDIN FOR BUSINESS CLINIC Manage your professional identity

Aimed at

Anyone interested in promoting and branding themselves and their business through LinkedIn

Contents

A great opportunity to get one hour of personally tailored and confidential advice on how best to leverage LinkedIn for you and your business. Whether you are a new or experienced user this business clinic will help you become a LinkedIn super user.
This session will be highly engaging, very relevant, and effective with impactful and immediate results.

Facilitator

Jennie Frizelle
www.adkcwebdesign.com

Topics

1. What exactly is LinkedIn and how can it add value to your brand for your business?
2. Understand the benefits of LinkedIn and maximise its potential
3. Acquire the tools and confidence to use LinkedIn as a key online networking tool
4. Strategise and control your online brand
5 The impact of data mining in LinkedIn

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 1 Mar, 2017

Times
9.00	– 10.00am		
10.00	– 11.00	1.45 –	2.45
11.15	– 12.15	2.45 –	3.45
12.15	– 1.15	4.00 –	5.00pm

Cost	€25 per meeting
Places	7

ONLINE MARKETING CLINIC Digital marketing for SME's

Aimed at

Owner/Manager and/or Marketing Staff

Contents

An online marketing clinic where you can meet an online marketing consultant for one hour to identify a number of ways where you can improve and get results with your online marketing efforts for your business.
Participants will be sent a short questionnaire upon booking to identify where you are currently focusing your online marketing (if anywhere!) and where you might need help. Completing this will ensure you get the maximum possible benefit from the appointment.

Facilitator

Aisling Hurley
www.thesmallbusinessfairy.com

Topics

1. Email Marketing – newsletter design & database development
2. Social Media Marketing – choosing the correct channel
3. Website content and blogging
4. Search Engine Optimisation
5. Pay Per Click Advertising
6. How to measure your online marketing

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 8 Mar, 2017

Times
9.00	– 10.00am		
10.00	– 11.00	1.45 –	2.45
11.15	– 12.15	2.45 –	3.45
12.15	– 1.15	4.00 –	5.00pm

Cost	€25 per meeting
Places	7

MARKETING CLINIC Marketing on a shoestring

Aimed at
Owner/Managers, Marketing Staff

Contents
A marketing clinic where you can meet a marketing consultant for one hour to identify a number of ways where you can improve and get results with your marketing efforts for your business.

Facilitator
Fidelma Connors
www.probe.ie

Topics
1. Outline of Marketing Objectives
2. Develop toolkit of marketing tactics suitable for the business
3. Commit to developing 'to do' plan, based on the stage of development of their business

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 15 Mar, 2017
Time	9.00 – 10.00am
	10.00 – 11.00 1.45 – 2.45
	11.15 – 12.15 2.45 – 3.45
	12.15 – 1.15 4.00 – 5.00pm
Cost	€25 per meeting
Places	7

SALES CLINIC Anything you need to know to get that sale

Aimed at
Owner/Manager, Sales Managers, Sales & Marketing Executives

Contents
A sales clinic where you can meet with a sales and marketing expert over a pre-booked one hour meeting. The one-to-one sessions will give you the chance to discuss any aspect of your sales and marketing plans and activities – whether you wish to develop a slick sales and marketing strategy, define your ideal market, improve your sales pipeline or enhance your sales techniques to maximise opportunities and increase sales.

Facilitator
Karen Sommerville
www.callfocus.ie

Topics
1. Re-define sales and marketing strategy
2. Find & get to know your ideal customer
3. Build a healthy sales pipeline
4. Play to your strengths & unique selling point
5. Maximise opportunities and build alliances
6. Work through each step of the sales process
7. Improve your techniques & get that sale

Venue	Wexford County Council, Carricklawn, Wexford
Date	Wed, 22 Mar, 2017
Times	9.00 – 10.00am
	10.00 – 11.00 1.45 – 2.45
	11.15 – 12.15 2.45 – 3.45
	12.15 – 1.15 4.00 – 5.00pm
Cost	€25 per meeting
Places	7

CUSTOMER EXPERIENCE MAPPING CLINIC

Aimed at
Owner/Managers, Marketing Staff

Contents
An opportunity to have a face-to face session (1.5 hours) with a specialist tourism mentor who will give practical advice to assist the development of your tourism business/idea. Clinic mentoring sessions allow you to explore solutions to your individual business needs and offer the benefits of: expert guidance; objective, independent advice; relevant and practical support; confidential assistance on sensitive issues and a sound board to help with decision making.

Facilitator
Karan Thompson
www.ktcl.ie

Topics
1. Strategic planning – building/developing a sustainable enterprise
2. Your professional development path and resourcing your business
3. Networking and identifying industry opportunities for your tourism business
4. Marketing and sales development

Venue | Wexford County Council, Carricklawn, Wexford
Date | Wed, 5 Apr, 2017
Time | 9.00 – 10.30am
10.30 – 12.00
1.00 – 2.30
2.30 – 4.00
4.00 – 5.30pm
Cost | €25 per meeting
Places | 5

LINKEDIN FOR BUSINESS Your online professional identity

Aimed at
Companies interested in promoting their business through LinkedIn

Contents
1. An overview of LinkedIn
2. Social vs Professional Networks
3. Basic set-up and editing of profiles.
4. Connecting with people on LinkedIn
5. Using LinkedIn to create business opportunities
6. How to optimise your LinkedIn profile for search results
7. Strategically building your connections
8. Groups – What they are and how to join them
9. Setting up a company profile
10. Giving, receiving and asking for recommendations

Objectives
To inform participants exactly what LinkedIn is, its benefits and how it can add value to their business.

Venue | Wexford Library, Mallin St., Wexford
Tutor | Jennie Frizelle
www.adkcwebdesign.com
Dates | Tue, 14 Feb, 2017 or
Tue, 30 May, 2017
Time | 1.30am - 5.30pm for 1 afternoon
Cost | €25
Places | 10

FACEBOOK FOR BUSINESS   Beginners

Aimed at
Companies interested in promoting their business through social media

Contents
1. How to create a business page
2. Facebook – changes to the interface
3. Creating eye popping business pages
4. Creating branded timelines using online free image software
5. Ensuring you have a content rich page
6. Etiquette for business pages
7. Claiming your Facebook URL
8. Edgerank and Newsfeed algorithms
9. Notes: Enhancing customer experience
10. Scheduling Posts, tagging images
11. Building an online community
12. Competition rules
13. How do Apps work with Facebook
14. Facebook marketing reports

Objectives
To provide participants with an understanding of the key differences between various social media tools and to set up their own Facebook Business page by using proven teaching templates and lesson plans.

Venues & Dates
Wexford Library, Mallin St., Wexford
Date: Tue, 21 Feb, 2017

Gorey Library, The Avenue, Gorey
Date: Mon, 13 Mar, 2017

Enniscorthy Library, Lymington Rd.,Enniscorthy
Date: Mon, 20 Mar, 2017

Tutor   Aisling Hurley
           www.thesmallbusinessfairy.com

Time   1.30 - 5.30pm for 1 afternoon

Cost   €25

Places   10 per workshop

FACEBOOK FOR BUSINESS   Advanced

Aimed at
Businesses that have a functioning Facebook (FB) business page, ideally for a period of several months

Contents
1. Creating eye popping business pages
2. Integrating Apps with FB business pages
3. Integrating a shop on FB business page
4. Setting SMART goals and measuring ROI
5. Adding live Calls to Action
6. Best time to post to FB for engagement
7. Creating ways to boost engagement
8. Third party tools to measure interaction and make a more interactive page
9. Facebook marketing reports advanced
10. How to use FB Power Editor for advanced features including mobile news feed
11. Adding Social Share buttons to website
12. Curation tools

Objectives
For existing Facebook Business users to understand best practice for using Facebook to further develop their Facebook presence by means of advanced techniques and applications along with proven templates.

Venues & Dates
Wexford Library, Mallin St., Wexford
Date: Fri, 24 Mar, 2017

Gorey Library, The Avenue, Gorey
Date: Mon, 10 Apr, 2017

Enniscorthy Library, Lymington Rd.,Enniscorthy
Date: Mon, 24 Apr, 2017

Tutor   Aisling Hurley
           www.thesmallbusinessfairy.com

Time   1.30 - 5.30pm for 1 afternoon

Cost   €25

Places   10 per workshop

TWITTER FOR BUSINESS Beginners Start the conversation

Aimed at
Companies interested in promoting their business through Twitter

Contents
1. Twitter basics
2. How to set up Twitter accounts for business
3. Why Twitter is great for business
4. Setting goals as a business using Twitter
5. Using Twitter for market research
6. Incorporating Twitter into events and event organisation
7. Examples of use of Twitter in business

Objectives
To inform participants how Twitter can be used to promote their company and research the marketplace and to explain why it is such a useful tool in business.

Venues & Dates
Wexford Library, Mallin St., Wexford
Date: Thur, 9 Mar, 2017

Gorey Library, The Avenue, Gorey
Date: Wed, 22 Mar, 2017

Enniscorthy Library, Lymington Rd.,Enniscorthy
Date: Mon, 3 Apr, 2017

Tutor   Aisling Hurley
         www.thesmallbusinessfairy.com

Time   1.30 - 5.30pm for 1 afternoon

Cost   €25

Places   10 per workshop

TWITTER FOR BUSINESS Advanced Work the conversation

Aimed at
Businesses that already have a Twitter account but would like to get more from it

Contents
1. Twitter - a business perspective
2. Admin and controls
3. Personalise your profile
4. The power of hashtags
5. Finding followers and tips on lead generation
6. Promoting your brand with Twitter
7. Working with lists
8. Twitter integration with websites
9. Useful twitter tools and metric tools
10. Case Studies and practical exercises

Objectives
To inform participants of the more advanced features of Twitter and other tools which can improve their experience of using Twitter for business.

Venues & Dates
Wexford Library, Mallin St., Wexford
Date: Fri, 7 Apr, 2017

Gorey Library, The Avenue, Gorey
Date: Thur, 27 Apr, 2017

Enniscorthy Library, Lymington Rd.,Enniscorthy
Date: Mon, 8 May, 2017

Tutor   Aisling Hurley
         www.thesmallbusinessfairy.com

Time   1.30 - 5.30pm for 1 afternoon

Cost   €25

Places   10 per workshop

TRADING ONLINE VOUCHER   Get online with a €2,500 voucher

The Online Trading Voucher scheme which was launched by the Department of Communications, Energy & Natural Resources (DCENR) is part of the National Digital Strategy of Ireland that aims to get additional 2,000 businesses trading online by end of 2016. This half-day seminar will run on two sepatate dates.

Aimed at
Small business owner/managers

Contents
1. Introduction and Icebreaker (Sounding the needs of the attendees)
2. Spending your Voucher wisely
3. Targeting Customers
4. Barriers to Being Online
5. Why Online?
6. Search Engine Optimisation – Being visible online in online searches
7. Being found – setting up your website
8. Live Demo – Building your site
9. Social Media Marketing – how to develop digital marketing strategy for your business

Objectives
To help participants understand and determine the best approach to make use of the voucher wisely in establishing and increasing their online presence and eventually trade online.

Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Aisling Hurley www.thesmallbusinessfairy.com
Dates	Thur, 16 Feb, 2017 or Thur, 18 May, 2017
Time	1.30- 5.30pm for 1 afternoon
Cost	FREE
Places	30 per seminar

Trading Online Voucher - €2,500 available
What is the Trading Online Voucher scheme all about?

Small businesses throughout Ireland can now apply for digital vouchers to assist in helping their businesses online. Businesses can apply for grants of up to €2,500 as the Government has allocated €5 million for the rollout of the Trading Online Voucher scheme. The funding of the voucher scheme is an initiative of the National Digital Strategy, developed and funded by the Department of Communication, Energy and Natural Resources on behalf of the Government.

Full details on **www.localenterprise.ie/Wexford**

BUSINESS PLANNING WORKSHOP Plan to succeed in 2017

Aimed at
Those with a start-up business idea or Owner/Managers looking to expand

Contents
1. The Business Plan Template
2. Structure and content of a business plan document
3. Understanding the need for a comprehensive business plan
4. The research process
5. identifying elements requiring further research
6. identifying information needed by the owner/manager and/or the outside funder/investor
7. Sources of funding
8. Securing the necessary funding
9. Hints, tips and guidance for the production of a winning business plan

Objectives
To provide an opportunity to those with a new or existing business to develop a formal business planning document which can meet the needs of their business and funders/investors alike.

Venue	Wexford County Council, Carricklawn, Wexford
Tutors	Tony Ennis www.ennisco.ie
Date	Thur, 9 Feb, 2017
Time	1.30- 5.30pm for 1 afternoon
Cost	€25
Places	15

TIME MANAGEMENT Reduce stress, improve productivity

Aimed at
Anyone wishing to use their time more effectively

Contents
1. What is time management
2. Life planning
3. Time wasters
4. Working out priorities
5. Making instant changes
6. Delegating effectively
7. Time management techniques
8. SMART Goals
9. Using calendars and planners
10. 101 time management tips
11. The Time Management Matrix

Objectives
To enable participants eliminate time-wasting, learn how to prioritise work and how to work more efficiently and effectively.

Includes	Lunch
Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Caroline McEnery The HR Suite
Date	Thur, 16 Mar, 2017 or Thur, 11 May, 2017
Time	9.30am - 5.30pm for 1 day
Cost	€50
Places	15

INTRODUCTION TO POWERPOINT FOR BUSINESS

Aimed at

Owner/Managers, Sales and Marketing Staff

Contents

1. Creating, opening and saving a presentation
2. Creating, moving, copying slides
3. Changing the slide layout
4. Running the slideshow
5. Bullet / Numbered lists, incl. Indents
6. Slide Animations & Transitions
7. Working with pictures, tables, charts & smart graphics
8. Images – special effects
9. Views – slide sorter, notes, outline
10. Applying a theme to a presentation
11. Modifying the slide masters
12. Printing - handouts / slides / notes

Objectives

To provide participants with a solid understanding of how to create and edit presentations in order to confidently present information using Powerpoint.

Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutors	Jennie Frizelle www.adkcwebdesign.com
Date	Wed, 22 Feb, 2017
Time	1.30- 5.30pm for 1 afternoon
Cost	€25
Places	15

INTRODUCTION TO SEARCH ENGINE OPTIMISATION (SEO)

Aimed at

Owner/Managers, Sales and Marketing Staff

Contents

1. What SEO?
2. Why does SEO matter?
3. Keyword research – how to find the most highly relevant keywords for your business
4. Onsite SEO – how to identify and evaluate the main components within a website that affect SEO
5. Offsite SEO – some of the elements off your website that affect SEO success
6. How to audit your own website's SEO
7. Creating an XML sitemap and submitting it to the search engines

Objectives

To enable participants to understand the importance of optimised content, and to learn what tools to use to continuously build and improve their search engine rankings.

Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutors	Jennie Frizelle www.adkcwebdesign.com
Date	Wed, 8 Mar, 2017
Time	1.30- 5.30pm for 1 afternoon
Cost	€25
Places	15

INTRODUCTION TO EMAIL MARKETING Quick & Effective Marketing

Aimed at
Owner/Managers, Marketing Staff

Contents
1. E-mail marketing as a promotional tool.
2. Understanding its impact on consumer perception
3. Research findings on e-mail marketing
4. The importance of subject lines
5. Common mistakes and pitfalls
6. Segment for more effective marketing
7. How to avoid spam filters
8. Set up a newsletter using MailChimp
9. Design an effective newsletter
10. Design for maximum impact
11. Create killer content
12. Use A/B split testing in e-mail marketing
13. Use an online image software package to create unique newsletters
14. Measuring performance

Objectives
To provide participants with an understanding of effective e-mail marketing as the strongest form of channel for digital marketing when done correctly. This will be taught by using MailChimp.

Includes	Lunch
Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Aisling Hurley www.thesmallbusinessfairy.com
Date	Thur, 6 Apr, 2017
Time	9.30am - 5.30pm for 1 day
Cost	€50
Places	15

EXCEL FOR BUSINESS – Beginners

Aimed at
Owner/Managers, first-time users of Excel

Contents
1. The anatomy of a spreadsheet
3. Formatting such as date, numbers, currency etc.
4. Basic functions such as SUM, AVERAGE, COUNT, MAX, MIN
5. Employ formulas to reduce errors
6. Practice row and column resizing
7. Modify existing templates
8. Absolute & Relative cell reference
9. Show how to freeze panes
10. Manipulate a worksheet by hiding rows
11. Produce tables to quickly filter large amounts of data
12. Use charts to interpret data more easily
13. Show how tables can be used to auto update charts

Objectives
On completion of this course, participants will have obtained the necessary skills required to produce reports using spreadsheets incorporating various basic functions and formulas, adapt existing templates to suit their needs and generate charts.

Includes	Lunch
Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutor	Robin Pollard www.forustraining.ie
Date	Wed, 29 Mar, 2017
Time	9.30am - 5.30pm for 1 day
Cost	€50
Places	12

EXCEL FOR BUSINESS – Intermediate Level

Aimed at
Owner/Managers, users that have a basic working knowledge of Excel

Contents
1. Define a name for a cell or cell range
2. Apply conditional formatting
3. Compare Relative and Absolute cells
4. Discover formula auditing techniques
5. Demonstrate the practical use of conditional function (IF, Nested IF, AND,OR,NOT,SUMIF,AVERAGEIF and COUNTIF)
6. Show time and date functions
7. Analyse paste options
8. Create tables
9. Use charts to graphically represent data
10. Discuss print options
11. Apply the concatenate function

Objectives
To enable participants to use the necessary skills required to produce reports using spreadsheets incorporating various functions and calculations, conditional formatting & graphical charts.

Includes	Lunch
Venue	Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy
Tutor	Lisa O'Connell www.forustraining.ie
Date	Wed, 5 Apr, 2017
Time	9.30am - 5.30pm for 1 day
Cost	€50
Places	15

WORKING WITH A WORDPRESS WEBSITE

Aimed at
Owner/Managers, Sales Staff, Buyers and anyone who needs to negotiate in their role

Contents
1. WordPress Themes
2. WordPress Plugins that will
   - help drive more traffic
   - generate more shares
   - engage visitors
   - make money
3. Security & Back ups
4. Site Speed & Performance – How It Impacts on Search Rankings
5. SSL Certs – what they man for sellers
6. Cookie Notifications
7. Spam
8. Q & A Session

Objectives
Participants will leave the course having learnt how to manage a WordPress website successfully and how to ensure that their website meets operating standards across the net.

Venue	Wexford Library, Mallin St., Wexford
Tutor	Fiona McGuire www.jointhedotsonline.com
Date	Tue, 25 Apr, 2017
Time	1.30 – 5.30pm for 1 afternoon
Cost	€25
Places	10

IRELAND'S ANCIENT EAST MASTERCLASS With Fáilte Ireland

Aimed at
Tourism businesses who want to visually tell an enticing story using key online tools

Contents

Part 1: Pinterest and Instagram Master Class Seminar (9am - 10am)
1. Using stories to promote your business
2. Understanding new image tools
3. Instagram business accounts
4. Advertising – how, when & what's next?
5. Memorable content to captivate visitors
6. Practical tips for creating better content
7. Creating images & videos yourself
8. Measuring and evaluating success

Part 2: 1-2-1 Clinics (10am - 1pm)
1-2-1 mentoring sessions for businesses

Part 3: Local Agency Briefings (10am - 1pm)
Presentation & Q&A from local development agencies on how best local tourism businesses can avail of their services. The briefings will repeat so that anyone who is attending a clinic can attend a briefing also.

Objectives
The Masterclass looks at how you can use Pinterest & Instagram to create content that engages your ideal clients and motivates them to buy. Following this, Tourism businesses can avail of a 15 min. 1-2-1 mentoring session.

Venue	Wexford County Council, Carricklawn, Wexford
Tutors	See www.localenterprise.ie/wexford for info on tutors & facilitators
Date	Mon, 30 Jan, 2017
Time	9am - 1pm for 1 morning
Cost	€25
Places	20

DEVELOPING A STRATEGY FOR EXCEPTIONAL CUSTOMER SERVICE

Aimed at
Business Owners/Managers and Supervisors of businessess looking to use customer service as a development strategy

Contents
1. Defining what is meant by Exceptional Customer Service
2. Interpersonal Communication Skills
3. Organisational Communication
4. An organisational approach to delivering Exceptional Customer Service
5. The importance of leadership in developing Exceptional Customer Service in an organisation
6. Identifying and implementing measurable standards of Exceptional Customer Service
7. Developing a 'Service Culture' in your business

Objectives
To develop the mind-set within participants, and to equip them with the tools required to achieve outstanding customer service.

Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Alan Maher www.maherconsulting.ie
Date	Wed, 8 Feb, 2017
Time	1.30 - 5.30pm for 1 afternoon
Cost	€25
Places	15

SOCIAL MEDIA MARKETING FOR TOURISM BUSINESSES

Aimed at
Tourism and Tourism related businesses looking to identify, implement, develop and measure exceptional customer service levels.

Contents
1. How to develop a social media strategy.
2. Social media tactics and strategy.
3. Tools and resources.
4. Importance of mobile in strategy.
5. Improve engagement and Call-To-Actions.
6. Measuring interaction via third party tools.
7. Reputation management.

Objectives
To help tourism businesses understand how to engage and connect proactively with their market and potential customers by using digital channels such as Facebook, Twitter, Instagram, and Trip Advisor.

Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Aisling Hurley www.thesmallbusinessfairy.com
Date	Fri, 31 Mar, 2017
Time	1.30 - 5.30pm for 1 afternoon
Cost	€25
Places	15

CUSTOMER EXPERIENCE MAPPING Really knowing your customer

Aimed at
Tourism or Tourism related businesses who wish to learn the fundamentals of Customer Experience Mapping.

Contents
1. Understanding the tourism marketing environment nationally and regionally & aligning your business with opportunities.
2. Knowing your target customers.
3. Understanding and assessing customer needs.
4. Carrying out market research and collecting customer information.
5. Mapping your experience or product to your customer's needs.
6. Structuring customer 'touch points' for your business or experience.
7. Crystallising your message for each market segment.

Objectives
To take participants through the basics of developing a Customer Experience Strategy approach for their business. The workshop aims to equip participants with the tools and techniques to fully understand their customers and meet their individual and collective needs.

Venue	Wexford County Council, Carricklawn, Wexford
Tutor	Karan Thompson www.ktcl.ie
Date	Wed, 26 Apr, 2017
Time	1.30 - 5.30pm for 1 afternoon
Cost	€25
Places	15

INTRODUCTION TO TENDERING

Both workshops run in conjuction with Intertrade Ireland- www.intertradeireland.com

Aimed at
Businesses new to tendering or who would like to improve their basic tendering skills

Contents
1. Advice on proposal writing ('proposals' as opposed to lengthy 'tenders')
2. Responding to 'below threshold' work (ie. under €25k) required by public bodies
3. Proposals for work below the €5K threshold
4. Writing a successful bid
5. How to simply and easily respond to a 'mini competition' by email
6. Documents that may be required to attach to the email proposal
7. Finding tender opportunities
8. Tax clearance certificates and insurance certificates
9. Case study examples of success stories

By the end of the day you will be registered on the Local Authority Quotes website (www.Laquotes.ie) and registered on eTenders (www.etenders.gov.ie)

Objectives
To clarify the public sector buying processes - focusing on low value/under threshold opportunities.

Venue   Wexford County Council, Carricklawn, Wexford

Tutor   Ross McCarthy www.keystonepg.ie

Date   Wed, 25 Jan, 2017

Time   9am - 1pm for 1 morning

Cost   €25

Places   20 per workshop

GO 2 TENDER WORKSHOPS

Aimed at
Businesses who want to improve their approach to tendering

Contents

Day 1:
1. How to source above and below threshold contract opportunities
2. The bid/no bid decision
3. How the Public Sector buys (North & South)
4. How to assess opportunities using live examples
5. Electronic tender platforms (e.g. eTendersNI & eTenders.ie)
6. Success strategies for SMEs

Day 2:
1. How to become more competitive
2. Checklist of tender content and how it should be presented
3. Improving your document writing skills
4. Debriefing following tender competitions
5. Action planning for successful tendering

Objectives
To provide SME's with the necessary skills to bid successfully for public sector contracts.

Venue   Wexford County Council, Carricklawn, Wexford

Tutor   Ross McCarthy www.keystonepg.ie

Date   Thur, 15 June, 2017 & Thur, 29 June, 2017

Time   9am - 5pm for 2 days

Cost   €100

Places   20 per workshop

Book this workshop through Intertrade Ireland- www.intertradeireland.com/go-2-tender/events

Comments on LEO Wexford Training

Customer Experience Mapping
'Excellent Course.'

Twitter for Business
'Great help, gave a great insight & a lot more confidence.'

Facebook for Business - Beginners
'Excellent. Tutor made everything easy to understand, very enjoyable.'

Basic Book-Keeping
'Great Introduction'
'Excellent Course'

LinkedIn for Business Clinic
'Excellent, very informative.'

Time Management
'Excellent course.'

Excel For Business – Intermediate
'Excellent Course/presenter.'

Train The Trainer
'Very well delivered, excellent training.'
'Great Course/Recommend to others'
'Very good and interesting, loads of information clearly explained.'

Public Relations Clinic
'Excellent, great programme.'

Facebook for Business Clinic
'Excellent. Great workshop & very helpful.'

Twitter for Business - Beginners
'Excellent course.'

Facebook For Business – Advanced
'Really enjoyable course.'

Booking & Payment Details

Book Online: www.localenterprise.ie/wexford

PLEASE NOTE THAT: Placement on any programme is conditional upon receipt of booking fee. Preference for places will be granted to small businesses ie. less than 10 employees.

Oifig Fiontair Áitiúil

Local Enterprise Office

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Comhairle Contae Loch Garman
Wexford County Council

European Union
European Regional Development Fund

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