

Course Name	Duration	Venue	Participant Fee	Course Time	Start Date	Select
Start Your Own Business Course	3 Saturdays	Enterprise House	€100.00	9.00am-4.30pm	13 Sept 2008	
Start Your Own Business Course	10 nights - Tues	Borris Vocational School	€100.00	6.30pm-9.30pm	23 Sept 2008	
Start Your Own Business Course	10 nights - Thur	Tintean Community Centre	€100.00	6.30pm-9.30pm	2 Oct 2008	
Fire Safety for Small Business	1/2 Day	Enterprise House	€75.00	9.00am-1.00pm	20 Oct 2008	
Occupational First Aid	3 Days	Bagenalstown Carlow Leader Offices	€200.00	9.00am-4.30pm	18 Sept 2008	
Occupational First Aid	3 Days	Enterprise House	€200.00	9.00am-4.30pm	30 Oct 2008	
Big Red Book for Small Business	2 Days - Thur	Enterprise House	€250.00	9.00am-4.30pm	9 Oct 2008	
Bookkeeping for Small Business	3 Nights	Enterprise House	€100.00	6.30pm-9.30pm	9 Oct 2008	
Big Red Book - Payroll	1 Day	Enterprise House	€150.00	9.00am-4.30pm	23 Oct 2008	
Theasaurus - Payroll	2 Days	Enterprise House	€150.00	9.00am-4.30pm	10 Sept 2008	
Website Design for Small Business	2 Days	Enterprise House	€300.00	9.00am-4.30pm	29 Oct 2008	
Google Adwords for Small Business	1/2 Day	Enterprise House	€75.00	9.00am-1.00pm	12 Nov 2008	
Website Optimisation for Small Business	1/2 Day	Enterprise House	€75.00	9.00am-1.00pm	19 Nov 2008	
Selling Skills for Small Business	1 Day	Bagenalstown Carlow Leader Offices	€200.00	9.00am-4.30pm	23 Sept 2008	
Cash Collection for Your Business	1/2 Day	Enterprise House	€75.00	9.00am-1.00pm	30 Sept 2008	
Developing an E-Newsletter	1/2 Day	Enterprise House	€75.00	9.00am-1.00pm	21 Oct 2008	
Management Development Programme	25 Weeks	Lord Bagenal Leighlinbridge	€800.00	7.00pm-10.00pm	24 Sept 2008	
Sage Computerised Accounts	5 Nights - Thur	Enterprise House	€200.00	7.00pm-10.00pm	4 Sept 2008	
Sage Computerised Accounts	5 Nights	Borris Vocational School	€200.00	7.00pm-10.00pm	30 Sept 2008	

**Booking Form**  
(Please complete & return with appropriate fee\*)

Name: .....

Address: .....

Phone: .....

Mobile: .....

Email: .....

Business Sector: .....

Course commencement is subject to numbers. Places are limited, early booking is advised.  
\*Course places are reserved only on receipt of fee.

Have you any special requirements?

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County & City Enterprise Boards are funded by the Irish Government and the European Union

# Training & Development Autumn 2008

Each year approximately 1300 individuals and small businesses avail of the training, enterprise clinics, networking and mentoring provided by Carlow County Enterprise Board. Our training and development programmes are efficient in terms of both cost and time and are practical and hands on so that the participant can easily apply the learning outcomes to their business.

**“Our goal is to provide to the micro-business, the type of training and management development it needs”** said Michael Kelly, Chief Executive Officer of Carlow County Enterprise Board. “Our clients are experts at what they do, but there may be some gaps in their knowledge of accounts, marketing, taxation, etc and we respond to this with short practical training courses and clinics”

This brochure provides details of our current list of courses and clinics. Please note that, based on demand, we also run various once-off seminars that may not be listed. If you would like to be included on our regular mailshots about upcoming events, please send your email address to [enterprise@carlow-ceb.com](mailto:enterprise@carlow-ceb.com)

## Testimonials ....

**“Thoroughly enjoyed the marketing information and feel a strong sense of overall clarity.”**

*SYOB Participant (2008)*

**“Very good course, interesting and not too hard to follow for someone new to accounts.”**

*Bookkeeping for Small Business Participant (2008)*

**“The Whole Package was explained thoroughly and now I have a good knowledge of the package. I feel I can put this new knowledge into practice without panic.”**

*Computerised Accounts Participant (2008)*

**“Great Course, I learned a lot about myself and how to improve my performance.”**

*Sales Course Participant (2008)*

**“Instructor was excellent, very well spoken and was very clear on all subjects.”**

*First Aid Participant (2008)*

## Start Your Own Business Course

The Start Your Own Business Programme has been designed to help those wishing to start their own business and those who have recently started trading.

### Aim

The course is aimed at providing practical support, advice and guidance in a broad range of business areas. This will enable participants to gain a working knowledge of how to set up a business and / or to manage an existing business.

### Contents

- How suited are you to run your own business?
- Develop a business plan.
- Introduction to a broad range of business issues facing all those who start and run their own business.
- A Business Advisory Service, which provides one to one support to assist you in the development of your business idea.
- A Financial Planning service which will highlight potential sources of funding and eligibility towards further assistance, such as grants, low interest loans and equity.

## Website Design for Small Business

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, focusing on the practical side of preparing a small business website to go live.

**Course Duration:** 2 Days  
**Location:** Carlow Town

## Google Ad Words for Small Business

The course is designed to teach business owners, website owners and marketing managers the skills and secrets needed to achieve high search engine ranking in the major Search Engines such as Google, Yahoo, and MSN. Participants will learn the skills needed to achieve high search engine ranking, but more importantly how to convert these rankings into website visitors and customers. It will be a fully interactive course and all participants will learn the vital ingredients to running a successful website and online business.

**Course Duration:** ½ Day  
**Location:** Carlow Town

## Website Optimisation for Small Business

This course is designed to bring participants up to speed with all the major aspects of optimising websites for search engine rankings.

**Course Duration:** ½ Day  
**Location:** Carlow Town

## Sage Computerised Accounts

This programme will provide skills training to small businesses to implement and use the Sage Computerised Accounting Programme in their business. At the end of the course you will be able to record and analyse all financial transactions in your business, manage debtors, creditors and bank, complete VAT returns and prepare the records for the Accountant.

**Course Duration:** 5 Nights  
**Location:** Carlow Town / Borris

### Content:

- Enterprise & Self Employment
- Market Research
- Who Wants to be an Entrepreneur
- Taxation
- Finance & Book-keeping
- Marketing
- Sales and Sales Plans
- Cash Flow Projections
- Legal Implications
- Business Plan Preparation

**Course Duration:**  
3 Days or 10 Nights

**Location:**  
Carlow Town / Borris

## Selling Skills for Small Business

This programme places particular emphasis on proactive selling, going out and looking for customers, writing sales letters, getting appointments, telephone techniques, overcoming objections, closing sales, how to develop, install and operate a sales process in your business.

**Course Duration:** 1 Day  
**Location:** Bagenalstown

## Developing an E-Newsletter

In this hands-on e-newsletter seminar, you'll learn how to develop an e-newsletter for your business. Find out how to make an e-mail newsletter an integral piece of your marketing or content strategy.

**Course Duration:** ½ Day  
**Location:** Carlow Town

## Fire Safety for Small Business

This training course will provide participants with a basic knowledge in fire safety, complete with hands-on experience in the safe use of extinguishers.

**Course Duration:** Half Day  
**Location:** Carlow Town

## Occupational First Aid

All employers are required to have a specified minimum number of Occupational First Aiders trained and deployed in the workplace under the terms of the Safety Health & Welfare Act 2005.

Carlow County Enterprise Board's 3 day course covers all the essential aspects of Occupational First Aid. It meets with current Health & Safety legal requirements and includes AED Training.

**Course Duration:** 3 Days  
**Location:** Bagenalstown / Carlow

## Big Red Book for Small Business

This programme will provide skills training to small businesses to implement and use the Big Red Book Accounting Programme in their business. At the end of the course you will be able to record and analyse all financial transactions in your business, manage debtors, creditors and bank, complete VAT returns and prepare the records for the Accountant.

**Course Duration:** 2 Days  
**Location:** Carlow Town

## Bookkeeping for Small Business

This programme will provide owner/managers of small businesses with a thorough understanding of bookkeeping and VAT system in Ireland and how it applies to their business, as well as giving them the skills and tools to devise an effective financial management system in their business. Participants will be given the information to enable them to remain compliant with the various VAT laws and regulations in existence.

**Course Duration:** 3 Nights  
**Location:** Carlow Town

## Big Red Book - Payroll

This programme will provide skills training to small businesses to implement and use the Big Red Book Payroll System for their business. At the end of the programme the participants will be able to setup the system and run an effective and efficient payroll system.

**Course Duration:** 1 Day  
**Location:** Carlow Town

## Thesaurus - Payroll

This programme will provide skills training to small businesses to implement and use the Thesaurus Payroll System for their business. At the end of the programme the participants will be able to setup the system and run an effective and efficient payroll system.

**Course Duration:** 2 Days  
**Location:** Carlow Town

## Cash Collection for Your Business

This half-day course promises to change the way you currently collect debts and covers handling new accounts, proper documentation, third party and legal options, draft credit applications forms, terms & conditions.

**Course Duration:** ½ Day  
**Location:** Carlow Town

## Enterprise Clinic Series

Are you starting or running your own business? Would you like to benefit from a one-to-one advice on a particular business issue? Carlow County Enterprise Board is hosting the following clinics during Autumn 2008.

Thursday 18th Sept  
Friday 26th Sept  
Friday 10th Oct

Thursday 16th Oct

Thursday 30th Oct  
Friday 7th Nov

Thursday 14th Nov  
Friday 21st Nov

Thursday 11th Dec

**General Business & Marketing**  
**General Business & Marketing**  
**General Business & Marketing & Finance**  
**Project Management & General Business**  
**Health & Safety**  
**Project Management & General Business**  
**General Business & Marketing**  
**General Business & Marketing & Finance**  
**Marketing**

Carlow County Enterprise Board Mentoring Clinics has helped hundreds of small business with a particular business issue. Sessions last approx 1 hour and are free of charge. For further details on booking e-mail [enterprise@carlow-ceb.com](mailto:enterprise@carlow-ceb.com) or call 059/9130880



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