



Training & Development Autumn 2009

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. 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

Testimonials

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

Start Your Own Business 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)

Date	Duration	Course Name	Venue	Participant Fee	Course Time	Select
September						
09.09.09	Lunch Seminar	Owner Manager Autumn Launch Event Essentials in Employment Law for SME's	Enterprise House	FOC	12.30pm - 2.00pm	
15.9.09	4 Nights	Blogging for Small Business	CRISP Centre, Hackestown	€50.00	7.00pm - 9.00pm	
15.9.09	Half Day	Employment Law for Small Business	Dolmen Hotel	€50.00	9.30am - 1.00pm	
23.9.09	10 Nights	Start Your Own Business	Enterprise House	€50 / €75	7.00pm - 10.00pm	
23.9.09	5 Mornings	SAGE Computerised Accounts	Enterprise House	€100.00	9.30am - 12.30pm	
23.9.09	1 Day or 3 Nights	PC Maintenance for Home Users/ Small Business, Level 1 in association with CRISP	CRISP Centre Hackestown/Borris	€50.00	9.30am - 5.00pm or 7.00pm - 10.00pm	
24.9.09	1 day	Cold Calling for the Small Business	Enterprise House	€50.00	9.30am - 5pm	
24.9.09	5 Nights	Bookkeeping & Taxation for Small Business	Enterprise House	€100.00	7.00pm - 10.00pm	
October						
5.10.09	10 Nights	Start Your Own Business Course	Enterprise House	€50 / €75	7.00pm - 10.00pm	
5.10.09	Lunch Seminar	Stress Management: Keeping it real under pressure	Enterprise House	FOC	12.30 - 2.00pm	
6.10.09	3 Days	Occupational First Aid	Enterprise House	€150.00	9.30am-5.00pm	
6.10.09	5 Mornings	SAGE Computerised Accounts	CRISP - Hackestown	€100.00	9.30am - 12.30pm	
8.10.09	1 Morning	Practical Innovation in Tough Times	Enterprise House	€50.00	9.30am - 1.00pm	
13.10.09	Lunch Seminar	Network of Networks Lunch Seminar	Seven Oaks Hotel	€10.00	12.30pm - 2.00pm	
15.10.09	1 Day or 3 Nights	PC Maintenance for Home Users/Small Business - Level 2 in association with CRISP	CRISP Centre, Hackestown/Borris	€50.00	9.30am - 5.00pm 7.00pm - 10.00pm	
17.10.09	3 Days	Start Your Own Business Course	Tintean Community Centre	€50 / €75	9.30am - 5.00pm	
21.10.09	2 Days	Using the Media to Promote your Business (Basic)	Enterprise House	€50.00	9.30am - 5.00pm	
27.10.09	8 Mornings	Women in Business Enterprise Development	Enterprise House	€120.00	9.30am - 1.00pm	
28.10.09	3 Days	Occupational First Aid	Bagenalstown (venue TBC)	€150.00	9.30am - 5.00pm	
28.10.09	1 Morning	How to Develop an E-Newsletter	Enterprise House	€50.00	9.30am - 1.00pm	
29.10.09	Lunch Seminar	Bringing a New Product or Service to Market	Enterprise House	FOC	12.30pm - 2.00pm	
November						
3.11.09	1 Day	Tendering for Success	Tintean Community Centre	€50.00	9.30am - 4.30pm	
11.11.09	1 morning	Pricing Goods & Services	Enterprise House	€50.00	9.30am - 1.00pm	
12.11.09	2 Days	Essentials in Small Business ICT in association with CRISP	CRISP Centre Carlow	€50.00	9.30am - 5.00pm	
16.11.09	5 Afternoons	Thesaurus Computerised Payroll	Enterprise House	€100.00	2.00pm - 5.00pm	
18.11.09	1 Day	Occupational First Aid Refresher	Enterprise House	€75.00	9.30am - 5.00pm	
18.11.09	1 day	Using the Media to Promote your Business (Advanced)	Dolmen Hotel	€50.00	9.30am - 5.00pm	
24.11.09	1 Day	Communications for Business Success	Leighlinbridge	€50.00	9.30am - 5.00pm	
December						
9.12.09	Lunch Seminar	Networking for Success... Essentials in making your mark at a network event	Enterprise House	FOC	12.30-2.00pm	

Booking Form

(Please complete & return with appropriate fee*)

Name:

Address:

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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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**Carlow County
Enterprise Board**

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



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Co-funded by the Irish Government and the European Union



EUROPEAN REGIONAL DEVELOPMENT FUND



Sage Computerised Accounts for Small Business

Course 1: Starting 23rd September, (Carlow)

Course 2: Starting 6th October, (Hacketstown)

Time: 9.30am-12.30pm (5 mornings)

Fee: €100

NB: Computer Skills required

Course Content

1. Install Sage Instant Accounts software
2. Set up Customer and Supplier accounts
3. Create Sales Invoices and Statements
4. Process Supplier Invoices
5. Banking transactions
6. Bank reconciliation
7. VAT Returns
8. Management Accounts

Details of Trainer

David Culliton is a qualified Chartered Accountant and provides both one to one and group training in Sage, Thesaurus and QuickBooks. He has provided training courses for Carlow and Kilkenny County Enterprise Boards and Chamber of Commerce.

PC Maintenance for the Home User and Small Business (Level 1) in association with CRISP

Date: 23rd September 2009

Option 1: 9.30am-5.00pm (1 day)

Option 2: 7pm-10pm (3 evenings, starting 23rd September)

Fee: €50

Venue: Hacketstown / Borris

Course Content

- Computers explained (hardware, specifications and how computers work)
- Laptops explained
- Components installation (hard drives, memory, graphics cards etc)
- Printers and Scanners

Details of Trainer

t2 is an award winning web design & development and IT solutions company. t2 provides premium quality website development, innovative software development and results driven IT support services to Irish organisations. Clients include Kilkenny Design, Hooper Dolan Financial and Portobello School

Cold Calling

Date: 24th September 2009

Time: 9am-5pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

- Overcome reluctance, handle rejection and create opportunities through cold calls
- Become more assertive and successfully deal with gate keepers on the telephone
- Have the right attitude, create the right impression and make the connection
- Guide the customer effectively through each stage of the sales presentation
- Really listen and pre-empt customers' needs through skilful questioning
- Use the right tone of voice, present the benefits and talk to customers in their own language
- Handle objections effectively and help customers make the right decision
- Learn to recognise buying signals and know when and how to ask for the order
- Work the numbers in cold calling – qualify leads, make appointments and close the sale

Details of Trainer

Karen Sommerville of Call Focus has over 20 years experience in various sales and marketing roles. Clients include The Marketing Institute, ISME Skillsnet and Bray Community Enterprise. She has been a business mentor for Enterprise Ireland for the last 5 years

Bookkeeping and Taxation for the Small Business

Date: 24th September 2009

Time: 7pm-10pm (5 evenings)

Fee: €100

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

- Record keeping – filing, getting organised with paperwork
- Books of entry - inputting data
- Loans, Leases and Hire Purchase
- Bank Reconciliation
- VAT Returns.

Details of Trainer

Sean Fleming A.C.M.A, a qualified Chartered Management Accountant, Incorporated Public Accountant and a Member of The Irish Institute of Credit Managers, with over 20 years financial management experience, will present the course. This experience was gained in both owner managed businesses and multi-national operations, covering all financial /commercial aspects of running a business.

Blogging for Small Business

Date: 15th September

Time: 7pm-9pm (4 nights)

Fee: €50

Venue: CRISP Centre, Hacketstown, Co Carlow

Course Content

1. Blog Set Up
2. How to use Word Press
3. Writing Blogs, what to write and why
4. Using a blog as a Search Engine Optimisation tool
5. Marketing your blog, on Twitter, email signatures, pinging etc.

Details of Trainer

t2 is an award winning web design & development and IT solutions company. t2 provides premium quality website development, innovative software development and results driven IT support services to Irish organisations. Clients include Kilkenny Design, Hooper Dolan Financial and Portobello School.

Employment Law for Small Business

Date: 15th September

Time: 9.30am-1pm

Fee: €50

Venue: Dolmen Hotel, Carlow

Course Content:

This seminar will cover:

- An introduction to Irish Employment Law
- Managing Discipline & Grievance Issues
- Unfair Dismissal
- Restructuring your workforce – the legal implications

Details of Trainer

Lagore Consulting Limited offers the provision of generalist HR expertise on a contract /assignment basis. This work is mainly geared at:

- Development of HR Policies, Processes and Systems
- Set up and management of employee filing systems with respect to best practice and data protection guidelines
- Employee Staff Handbook, Company Car Handbook, Induction Process/Procedure
- Contracts of Employment, HR Processes and Best Practice Guides

Start Your Own Business

Course 1: Starting 23rd September, 7pm-10pm (10 evenings)

Course 2: Starting 5th October, 7pm-10pm (10 evenings)

Course 3: Starting 17th October, 9.30am-5pm (3 days)

Fee: €50 for unwaged / €75 for waged

This course is designed to help anyone who is thinking of starting a business or becoming self-employed. Participant feedback and discussion is welcomed and follow up meetings with a Business Advisor are available. The course content is practical and realistic and is focused on the generation of a business plan.

Course Content

The programme will be made up of the following Modules:

- Self Assessment / Start Your Own Business
- Legal Issues for Start Up's
- Preparing a Business Plan
- Marketing for the Small Business
- Researching the Market
- Finance
- Funding Sources / Approaches
- Basic Bookkeeping
- Sales
- IT for Small Business.

All trainers on this course have wide and varied experience of the issues facing the start up business.

Occupational First Aid

Course 1: Starting 6th October, 9.30am-5pm (3 days)

Course 2: Starting 28th October, 9.30am-5pm (3 days)

Fee: €150

Venue: Carlow and Bagenalstown

Course Content

1. First Aid in the Workplace
2. Patient Assessment
3. Respiratory Emergencies
4. Cardiac First Response
5. Wounds and Bleeding
6. Altered levels of consciousness
7. Musculoskeletal injuries
8. Burns and Scalds, chemical, electric shock

The course is designed to provide the learner with the knowledge, practical skills and understanding required to provide and coordinate first aid in the workplace in compliance with the requirements of the Safety, Health and Welfare at Work (General Application) Regulations 2007 and the associated Guide to these regulations.

Details of Trainer

Catherine Byrne, CB Health and Training provides health and safety training to private individuals and key commercial clients throughout the South East.

Practical Innovation in Tough Times

Date: 8th October 2009

Time: 9.30am-1pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

1. Innovation and Creativity (Mind Maps, Brainstorming, Trigger Cards, Analogies etc)
2. Goals and Motivation
3. Strategic Thinking
4. Problem Solving Toolbox

Details of Trainer

Terry Harmer, NLC Training, provides training in sales, management and communication to Irish private and public sector clients. Included amongst clients are Limerick Institute of Technology, Nova UCD, O2, Ericsson and Glanbia.

PC Maintenance for the Home User and Small Business (Level 2) in association with CRISP

Date: 15th October 2009 Hacketstown/Borris

Option 1: 9.30am-5.00pm (1 day)

Option 2: 7pm-10pm (3 evenings)

Fee: €50

Course Content

1. Operating Systems (installation, repairs and trouble-shooting)
2. Security (virus, spyware, malware protection and removal)
3. Software (installing and removing)
4. House-keeping
5. Using the Internet, issues to be aware of

Details of Trainer

t2 is an award winning web design & development and IT solutions company. t2 provides premium quality website development, innovative software development and results driven IT support services to Irish organisations. Clients include Kilkenny Design, Hooper Dolan Financial and Portobello School.

Using the Media to Promote your Business (Introduction)

Date: 21st October 2009

Time: 9.30am-5pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

1. PR – what it is, how it & the media work, how it can work for you
2. Learn the key elements of effective PR for smaller businesses
3. How to use simple PR tools to achieve results for your business
4. Extensive press coverage samples & complimentary sectoral case studies
5. Story Development Workshop & Mock Interview Role Play
6. Top Practical Tips

This training session is based on a practical approach, learning is interactive, and designed within a practical advice and Top Tip format, which attendees can start applying relatively simply and immediately within their business.

Details of Trainer

Purcell Masterson is the South East's leading full service communications consultancy. Purcell Masterson provides insightful, objective communications advice and training, delivering creative and innovative Public Relations, Marketing & Branding and Event Management services.

Women in Business Enterprise Development (FETAC Level 6)

Date: 27th October 2009

Time: 9.30am-1pm (8 mornings)

Fee: €120

Venue: Enterprise House, O'Brien Rd., Carlow

This course will focus on the development of a business through the expansion of the customer base, entry into new markets, and management of key accounts. Participants will be provided with marketing and selling techniques and the principles of persuasive communication.

Course Aims

- Participants who successfully complete this module will be able to:
- Understand new customer opportunities and develop individual strategies to make progress.
 - Understand key marketing principles and be able to develop communication plans to attract new customers.
 - Explain selection of the appropriate market entry strategies for new markets – either in Ireland or overseas.
 - Apply the principles of persuasive communication in a commercial situation.
 - Apply the principles of account development & management

Details of Trainer

Bernie Tracey has over 16 years business management experience and her profile extends to Operations, Customer Service, HR, sales and marketing.

How to develop an E-Newsletter

Date: 28th October 2009

Time: 9.30am-1pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

1. Identify target market(s) for newsletter
2. Identify message
3. Tools available and best practice
4. Building and sending an email newsletter

Details of Trainer

Keith Bohanna, Bohanna Consulting provides Internet training and consultancy to small to medium enterprises and is a Director of the Irish Internet Association. He has recently produced "The Bottom Line" business programme for KCLR. He originally qualified as a Chartered Accountant with KPMG in 1988 and then worked at senior management level with a number of SMEs.

Tendering for Success

Date: 3rd November 2009

Time: 9.30am-5pm

Fee: €50

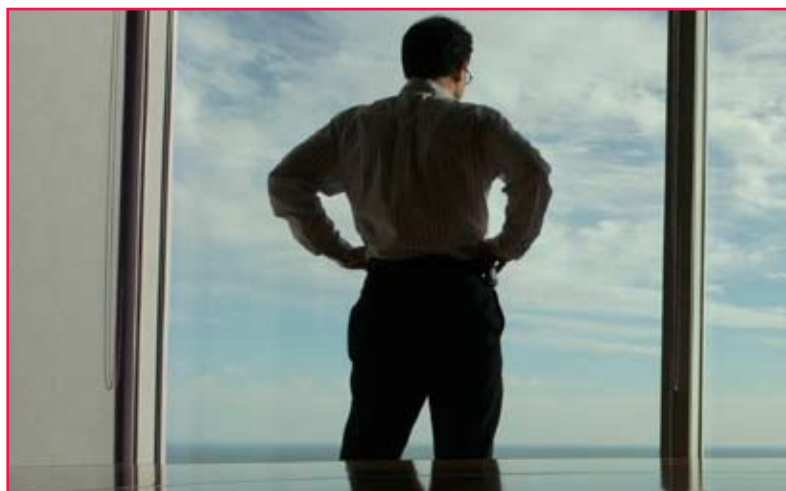
Venue: Tintean Community Centre

Course Content

1. Why tenders are lost
2. Knowledge, skills and attitudes required for good tendering
3. Public Procurement: The Law
4. Identifying tenders due to come out
5. What to do when receiving an Invitation to Tender
6. Key skills for winning a tender
7. The final document
8. Managing the debrief
9. Review and actions for the future

Details of Trainer

Dave McClements, Envision Training, has designed and delivered management training in the private sector and public sector throughout UK, Ireland and Europe. He was the programme manager for Intertrade Ireland's tendering initiative "Go Tender" - which involved over 250 SMEs. He now runs the subsequent programme "Go 2 Tender" which involves approx 120 SMEs per year.



Pricing Goods and Services

Date: 11th November 2009

Time: 9.30am-1pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

This seminar will provide participants with an overview of the criteria to be used when setting a price for goods and services

Course Content

- Overheads
- Production/ Service Hours
- Profit margin
- Wholesale and Retail Pricing
- Your Customers' needs and expectations
- Terms of Trading
- Your approach to your Paperwork

Details of Trainer

Marian McDonald has provided advice and support services to start up and small businesses in Ireland over the last 20 years. Her expertise includes accounting, taxation, costing, pricing and low cost marketing.

Essentials in Small Business ICT in association with CRISP

Date: 12th November 2009

Time: 9.30-5pm (2 days)

Fee: €50

Venue: Carlow

This course will provide a good understanding of running an IT Network in a small business.

Course Content

- Networks explained
- Communication (broadband set up)
- Wireless Networking (set up and troubleshooting)
- Peer to Peer Network (set up and troubleshooting)
- Basic understanding of how server works

Details of Trainer

t2 is an award winning web design & development and IT solutions company. t2 provides premium quality website development, innovative software development and results driven IT support services to Irish organisations. Clients include Kilkenny Design, Hooper Dolan Financial and Portobello School

Computerised Payroll (Thesaurus Payroll)

Date: 16th November 2009

Time: 2pm-5pm (5 afternoons)

Fee: €100

Venue: Enterprise House, O'Brien Rd., Carlow

NB: Computer Skills required

Course Content

1. Payroll Calculations and Rules
2. PAYE/PRSI
3. Employment levies
4. Benefit in Kind
5. Setting up software
6. Adding new employees
7. Holidays, PRSAs and other deductions
8. Weekly, monthly and annual reports
9. Employment Legislation
10. Finance Bill 2009 implications
11. Year End Routine

Details of Trainer

David Culliton is a qualified Chartered Accountant and provides both one to one and group training in Sage, Thesaurus and QuickBooks. He has provided training courses for Carlow and Kilkenny County Enterprise Boards and Chamber of Commerce

Using the Media to Promote your Business (Advanced)

Date: 18th November 2009

Time: 9.30am-5pm

Fee: €50

Venue: Enterprise House, O'Brien Rd., Carlow

Course Content

1. Develop and Manage on going PR (Annual PR Plan)
2. Learn how to use advanced PR tools (media pitches, profile opportunities etc)
3. Media Pitch Development and Mock Pitch Role Play
4. Top Practical Tips with handouts

This training session is based on a practical approach, learning is active, and designed within a practical advice and Top Tip format, which attendees can start applying relatively simply and immediately within their business.

Details of Trainer

Purcell Masterson is the South East's leading full service communications consultancy. Purcell Masterson provides insightful, objective communications advice and training, delivering creative and innovative Public Relations, Marketing & Branding and Event Management services.

Occupational First Aid: Refresher

Date: 18th Nov 2009

Time: 9.30am-5pm

Fee: €75

Venue: Enterprise House, O'Brien Rd., Carlow

On completion of this course, participants will be able to demonstrate practical First Aid skills and explain new developments in First Aid

NB. All participants must hold a current and valid Occupational First Aider Certificate

Course Content

1. Chain of Survival/Scene Safety/Responsibilities of First Aider
2. Unconsciousness, examination and recovery position
3. Resuscitation
4. Asphyxia/Heart Attack
5. Bleeding and Wounds
6. Assessment of fractures
7. Burns and scalds, chemical splashes
8. Poisoning
9. Epilepsy
10. Asthma
11. Skills revision and examination

Details of Trainer

Corporate Vision have delivered Occupational First Aid courses since 2002. The course facilitator is Peter Fleming, B.Sc (Food Science and Technology), M.B.A, DSHWW.

Communications for Business Success

Date: 24th November 2009

Time: 9.30am-5pm

Fee: €50

Venue: Leighlinbridge

The aim of this course is to help participants improve their personal and general business communication skills. However, a particular emphasis will be placed on the communication skills that will aid both the sales and negotiation process (which are particularly valuable in the current environment)

Course Content

- The communications process
- The role of non-verbal communications
- Visual, verbal and written communications for business success
- Developing and applying the skill of active listening - a focus on the networking process
- Communications skills in sales and negotiations - a focus on techniques for closing the sale
- Communications and technology - a focus on email and social networking
- Developing a communications strategy for your business - a focus on generating free PR

Details of Trainer

Declan Byrne, Innovo Training and Development has facilitated training, conducted research and delivered strategic business advice in areas such as Leadership and Team-building, to clients such as Wyeth, Setanta Sports, and Bord Na Mona. Declan regularly lectures in some of Ireland's leading academic institutions, including the Michael Smurfit School of Business, UCD and Blanchardstown IT. Declan currently holds a Masters in Business Studies (MBS) in International Business and a Bachelor of Business Studies (BBS), in Economics and Finance.



Carlow County
Enterprise Board

