



Wexford County
Enterprise Board

**Business Training
Courses, Workshops,
Clinics and Networks**

Winter 2011

Book Online: www.wexfordceb.ie

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Online Booking now available

www.wexfordceb.ie

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

In business, a strong beginning really is half the battle. Getting the key elements right from the start can make a big difference to the success of your business for years to come. Wexford County Enterprise Board has developed a wide range of useful ways to help you in the start up of your business. Our Start Your Own Business Courses have proven to be of great benefit to many start-up business owners in County Wexford. Visit www.wexfordceb.ie for more details and for booking.

'I completed a 'Start Your Own Business Course' with Wexford County Enterprise Board. It covered everything from book-keeping and taxation to legal and insurance issues. I found it gave me the knowledge and courage to bring my business idea to life. Their expertise was invaluable.'

Phelim Byrne
Phelim Byrne Catering Services

'A few years ago I had a business idea to set up a web development business. I approached Wexford County Enterprise Board and did one of their 'Start Your Own Business' courses. Their knowledge and help was invaluable and my business continues to grow. If you have a business idea I strongly recommend you do one too'.

Niall Reck
Graphedia

Start Your Own Business Wexford

Aimed at

Anyone who is thinking of starting their own 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

Venue Wexford Enterprise Centre, Kerlogue Ind. Estate, Wexford

Tutor Tony Ennis
Ennis & Co.

Dates Tue, 6th Sept - 8th Nov, 2011

Time 7.00 - 10.00pm for 10 nights

Cost €120 Employed/ €60 Unemployed

Places 20

Start Your Own Business Enniscorthy

Aimed at

Anyone who is thinking of starting their own 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

Venue Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy

Tutor Alan Maher
Maher Consulting

Dates Tue, 20th Sept - 22nd Nov, 2011

Time 7.00 - 10.00pm for 10 nights

Cost €120 Employed/ €60 Unemployed

Places 20

Start Your Own Business New Ross

Aimed at

Anyone who is thinking of starting their own 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

Venue Brandon House Hotel,
New Ross, Co. Wexford

Tutor Rob Marr
Catalyst Consulting

Dates Wed, 28th Sept - 30th Nov, 2011

Time 7.00 - 10.00pm for 10 nights

Cost €120 Employed/ €60 Unemployed

Places 20

Start Your Own Business Gorey

Aimed at

Anyone who is thinking of starting their own 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

Venue Ashdown Park Hotel,
Gorey, Co. Wexford

Tutor Margaret Fitzsimons
Fitzsimons & Co.

Dates Wed, 21th Sept - 23rd Nov, 2011

Time 7.00 - 10.00pm for 10 nights

Cost €120 Employed/ €60 Unemployed

Places 20

Start Your Own Business Bunclody

Aimed at

Anyone who is thinking of starting their own 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

Venue Millrace Hotel,
Bunclody, Co. Wexford

Tutor Micheal O'Neill
OmniPro

Dates Tue, 4th Oct - 6th Dec, 2011

Time 7.00 - 10.00pm for 10 nights

Cost €120 Employed/ €60 Unemployed

Places 20

The Owner Manager Programme

Aimed at

Owner/Managers

Contents

1. Personal Development/Motivation
2. What business am I in?
3. General Management Training
4. Negotiation Skills
5. Time Management
6. Planning for Succession
7. Problem Solving - including Benchmarking
8. Delegation & Supervision
9. Sales, Marketing and IT
10. Finance, Costing and Legislation

Certified by Waterford Institute of Technology

Objectives

To help participants achieve their growth potential and manage their existing growth through a series of training workshops and individual consultancy meetings.

Venue Wexford Enterprise Centre, Kerlogue Ind. Estate, Wexford

Tutor Blaise Brosnan
Management Resource Institute

Date Mon, 12th Sept, 2011 -
26th Mar, 2012

Time 7.00 - 10.00pm for 25 nights

Cost €750

Places 20

Effective Sales and Selling Techniques

Aimed at

Owner/Managers, sales manager responsible for delivering sales.

Contents

1. The essence of professional communications
2. Preparation and planning
3. Essential behaviours for selling
4. Talk in the customer's language
5. Develop customer relationships
6. Vital sales tool to help focus on selling
7. The importance of daily prospecting
8. Monitoring the sales pipeline
9. Closing the Sales
10. Measure your Results

Objectives

To give insight into the behaviours that are essential to drive business development and increase sales activity.

Venue Riverside Park Hotel, Enniscorthy

Tutor Carol Crosbie
Sales Results

Date Wed, 12th Oct, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 20

Accounts for Small Business

Aimed at

Owner/Managers or person responsible for the accounts and payroll of a business

Contents

1. Setting up Customer and Supplier Accounts
2. Producing Sales Invoices
3. Operating a Cheques Journal
4. Operating a Cash Book
5. Allocating payments
6. VAT 3 Returns
7. Thesaurus Payroll
8. Different PRSI classes and the impact this has on Employees/Employers
9. Producing Payslips, P45, P60 and the P30 monthly Return
10. The importance of the P35

Objectives

To enable a business to set up and operate a book-keeping and a payroll system.

Venue Westgate Computer Centre, Wexford

Tutor Regina Cunningham
Cunningham & Co Accountants

Date Wed, 28th Sept - 30th Nov 2011

Time 7.00pm - 10.00pm for
10 nights

Cost €150

Places 10

The Do or Die Marketing Plan

Aimed at

Owner/Managers, SME managers with a marketing function

Contents

1. Brand Analysis
2. Target Audience
3. Defining your offering
4. SWOT Analysis
5. Setting Marketing Objectives
6. Marketing Strategy
7. Communications Strategy
8. Marketing Calendar
9. Resourcing and budgeting
10. Measuring your results

Objectives

To give each attendee the tools to develop and implement an easy to understand marketing plan specific to their own business, enabling them to compete more effectively.

Venue Brandon House Hotel, New Ross

Tutor Paula Ronan
Angel Marketing

Date Wed, 16th Nov, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 20

Sales and Selling Clinic

Aimed at

Owner/Managers that want to improve their sales ideally without adding additional cost to the business.

Contents

A one day clinic to help owner/managers improve sales. A one hour meeting with an expert in sales will prove that small changes can collectively have a big impact. Gaps in your current approach to sales will be identified and the necessity for a clearly defined sales process will be highlighted.

Facilitator

Carol Crosbie
Sales Results

Topics

1. Identifying gaps in your sales
2. Defining your sales process
3. Improving sales at no extra cost
4. Implementing small changes for a big impact

Venue Irish National Heritage Park,
Ferrycarrig, Wexford

Date Thur, 4th Oct, 2011

Times 9.30 – 10.30am
10.30 – 11.30
12.00 – 1.00
1.30 – 2.30
2.30 – 3.30
4.00 – 5.00pm

Cost €25 per meeting

Places 6

Cashflow Clinic

Aimed at

Owner/Managers, Accounts Staff

Contents

A one day cashflow and credit management clinic where owners managers and/or accounts staff can meet a cashflow and credit management expert over a one hour meeting to discuss how their cashflow and credit management procedures and policies could be improved. Learn new cashflow and credit management polices and procedures, new controls, collection and escalation methods.

Facilitator

Helen Cousins
Xcel Business Solutions

Topics

1. Processes, policies and procedures
2. Controls, terms and conditions
3. Ability of the debt collector
4. Documentation, collection & escalation

Venue Talbot Hotel, Wexford

Date Wed, 9th Nov, 2011

Times 9.00 – 10.00am
10.00 – 11.00
11.30 – 12.30
1.30 – 2.30
2.30 – 3.30
4.00 – 5.00pm

Cost €25 per meeting

Places 6

Online Marketing Clinic

Aimed at

Owner/Managers, Sales and Marketing Staff

Contents

A one day clinic where owner managers and/or sales and marketing staff can meet a website expert over a one hour meeting to discuss how their website could be improved to bring in more visitors and lead to more sales. Learn about new website design, search engine optimisation, online marketing, social networking and more.

Facilitator

Noel McGrath
SME Connect

Topics

1. Offsite Analysis of current site
2. Search Engine Optimisation Techniques
3. Google Adwords
4. Content Management
5. New Social Networking

Venue Talbot Hotel, Wexford

Date Tue, 18th Oct, 2011

Times 9.00 – 10.00am
10.00 – 11.00
11.30 – 12.30
1.30 – 2.30
2.30 – 3.30
4.00 – 5.00pm

Cost €25 per meeting

Places 6

Public Relations Clinic

Aimed at

Owner/Managers, Marketing Staff

Contents

A one day 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
Public Relations Consultant
and Copywriter

Topics

1. Communications SWOT analysis
2. What media is important to your business
3. What have you got to say?
4. Create a media pipeline of stories

Venue Irish National Heritage Park,
Ferrycarrig, Wexford

Date Tue, 22nd Nov, 2011

Times 9.30 – 10.30am
10.30 – 11.30
12.00 – 1.00
1.30 – 2.30
2.30 – 3.30
4.00 – 5.00pm

Cost €25 per meeting

Places 6

Getting Business Online

Aimed at

Any small business looking to set up their first basic website

Contents

1. Set your goals - Consider what you want to get out of your website
2. Choose a name for your website
3. Register your business to secure your website address
4. Create your homepage
5. Select your preferred design
6. Create a login
7. Add your contact details and a Google map

Objectives

To guide participants through the process of getting a website up and running. Thanks to "Getting Irish Business Online", by the end of this course your business will have a website.
www.gettingbusinessonline.ie

Venue Westgate Computer Centre
Westgate, Wexford

Tutor Audrey Nolan/Tracey
McCabe
Westgate Computer Centre

Date Thur, 13th Oct, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 10

Twitter for Business

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 your company and research the marketplace and to explain why it is such a useful tool in business.

Venue Westgate Computer Centre
Westgate, Wexford

Tutor Maeve Kneafsey
Elucidate Limited

Date Thur, 10th Nov, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 10

Facebook for Business

Aimed at

Companies interested in promoting their business through Facebook

Contents

1. Inspiring Facebook marketing campaigns
2. Setting up a business profile page
3. Advertising
4. Targeting customers correctly
5. Facebook Applications
6. Setting up a shop
7. Marketing on Facebook

Objectives

To inform participants how social media tool Facebook can be used in business to promote and sell your products and services.

Venue Westgate Computer Centre
Westgate, Wexford

Tutor Shelia Gallogly
Marla

Date Thur, 27th Oct, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 10

LinkedIn for Business

Aimed at

Companies interested in promoting their business through LinkedIn

Contents

1. What is LinkedIn?
2. Benefits of LinkedIn for businesses
3. Overview of all LinkedIn components and functions
4. Dissect the LinkedIn profile in detail
5. The art of online self promotion
6. 20 tips to pimp your profile
7. Using X-ray search

Objectives

To inform participants exactly what LinkedIn is, it's benefits and how it can add value to your business.

Venue Westgate Computer Centre
Westgate, Wexford

Tutor Justine Negri
Sole Recruitment

Date Thur, 24th Nov, 2011

Time 9.00am - 1.00pm for 1 morning

Cost €25

Places 10

Owner Manager Network - Breakfast

Aimed at Owner/Managers
Cost €20
Places 50

Venue Ferrycarrig Hotel, Wexford
Includes Continental breakfast

Date Tue, 13th Sept, 2011

Time 8.00am - 10.00am

Speakers **Nathan Kingerlee** Outdoors Ireland

"Young Entrepreneur, Taking on the Challenges and Winning"

Since setting up an outdoor adventure and training business in Kerry Nathan Kingerlee's business has moved to the forefront of innovative training courses and unique adventure breaks. His company has won several awards, notably a gold for green standards and environmental awareness. Nathan is a Failte Ireland ambassador for business development and web 2.0 in the Irish Outdoor Industry. www.outdoorsireland.com

Aidan Higgins "Attitude is a Decision"

The importance of attitude and motivation in today's markets

This presentation will look at the importance of attitude and motivation in coping with the demands of today's markets, particularly focusing on you as a business owner and leader. It will offer easy techniques to get yourself into a more productive state of mind. Aidan is a Management Consultant and Business Mentor. He lectures at postgraduate level on Entrepreneurship.

Date Tue, 6th Dec, 2011

Time 8.00am - 10.00am

Speakers **Karl Henry** Karl Henry Personal Training

Karl Henry founded Karl Henry Personal Training in 2004 and specialises in personal fitness as well as corporate fitness and wellness days with centre's located in Dublin and Cork. Karl often features on Irish radio and is one of a panel of experts on RTE's Operation Transformation. He recently launched his new book "Real Results".

Pat Henry Pat Henry Wellness Centre

Personal coach Pat Henry is the originator of the Company Wellness Programme, and has helped many companies to unlock the potential of their people. Author of many best-selling books Pat has appeared regularly on television and his health and fitness instruction has reached an audience of over 6 million people in Ireland and England. David Bowie, Bruce Springsteen are among the many celebrities to pass through his centres in Ireland and LA.

Women in Business Network - Events

Date Tue, 6th Sept, 2011

Time 11.30 am - 2.00 pm

Cost €10

Venue Irish National Heritage Park

Speakers **Blaise Brosnan** MRI

Katherine Carroll Stable Diet

Jerry Foley Propel Media

Date Wed, 12th Oct, 2011

Time 11.30 am - 2.00 pm

Cost €10

Venue To be decided

Speakers **Susan Hayes** "The Positive Economist"

Other guest speakers to be decided.

South East Women in Business Conference

Date Wed 28th and Thur 29th Sept, 2011

Venue Ballkisteen Hotel & Golf Resort, Co. Tipperary

Cost €35

Book Online at www.kceb.ie

Day 1 7.00 pm - 10.30 pm

Speaker **Terry Harmer**, NLC

Presentation of South East Women in Business Awards
Dinner & entertainment

Day 2 9.15 am - 4.00 pm

Speakers **Minister John Perry** Department of Enterprise, Jobs and Innovation

Norah Casey Dragons Den & Harmonia Publishing

Jill Kerby, Evelyn O'Keefe Google

and case studies by

Sarah Furno Cashel Blue Cheese

Yvonne Crotty Bonzie Design

Michelle O'Rourke Oak Tree Homecare

Patrick McCormack Sam McCauley Chemists and Beauty Salons

National Women's Enterprise Day - Conference

Date Wed 16th and Thur 17th Nov, 2011
Venue The Heritage Hotel, Portlaoise
Book Online at www.nwed.ie
Cost €100

Day 1 2.00 pm - 10.00 pm

Speakers **Damien Mulley** Mulley Communications
 Supper & informal networking with guest speaker **Minister Kathleen Lynch**
 Department of Equality, Disability, Mental Health and Older People.
 2.00 pm - 8.00 pm (Mentor sessions available – prior booking required).

Day 2 8.30 am – 4.00 pm

Speakers **Debra Searle** Managing Director, The Duke of Edinburgh's Award,
 author and presenter for the BBC
Domini Kemp Entrepreneur and owner of "itsa bagel Ltd"
 Case studies from four successful entrepreneurs.
 Closing address:
Vincent Reynolds Chairman Association of County and
 City Enterprise Boards.

Payment Details

- Please make cheques payable to Wexford County Enterprise Board. Detach and return the completed booking form with your cheque to

Wexford County Enterprise Board
 Ardavan Business Park
 Ardavan
 Wexford

- Payment may also be made by **Visa, Mastercard and Laser card.**
 Please contact the office to pay by one of these methods.



- Online Booking now available**
www.wexfordceb.ie

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.

Booking Form Winter 2011

Business Name _____

Business Description _____

Address _____

Phone _____ E-Mail _____

Fax _____ Web _____

Mobile _____

Course/Event	Participants Name	Gender		Age	
		M	F	25+	-25
Start Your Own Business - Wexford	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business - Enniscorthy	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business - Gorey	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business - New Ross	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business - Bunclody	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Owner Manager Programme	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accounts for Small Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effective Sales and Selling Techniques	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Do or Die Marketing Plan	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and Selling Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Marketing Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cashflow Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PR Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting Business Online	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook for Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter for Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn for Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Owner Manager Network -Sept	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Owner Manager Network -Dec	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women in Business Network -Sept	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women in Business Network -Oct	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signed _____ Date _____

Start Your Own Business

'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 humored.'

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

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

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

General Comments on Wexford CEB training

'Keep up the good work - great training programmes.'

'These courses provide excellent service and value for owners managers in County Wexford.'

'The small group workshops allow a lot of personal attention to be given to each person.'

'These courses are excellent and I plan to do similar courses a lot more often. Well done'.

'Brilliant course, well thought out and very easy to understand, well explained'.

Wexford County Enterprise Board
now on Facebook and Twitter



Promoting, Supporting and
Developing Enterprise in
County Wexford

For further information
please contact:-

Wexford County Enterprise Board
Arcdavan Business Park, Wexford

Phone 053 912 2965

Fax 053 912 4944

E-Mail info@wexfordceb.ie

Website www.wexfordceb.ie



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union

