

Making Your Website Work for You		1 day
Dates	Fri 24 Feb	You have a website but do you know how it's performing? Participants will learn how to maximise the benefit of their website, engage better with their clients, understand Search Engine Optimisation and what's involved.
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	St. Mary's Youth Centre, Tullamore	
Trainer	Forus Training	

The Art of Effective Selling		2 days
Dates	Wed 9 & 16 May (Course 1) Wed 23 & 30 May (Course 2)	This programme will provide participants with the skills to sell effectively to new and existing customers. Using "Best Practice" selling skills it will help re-energise those already experienced in sales while also developing the potential of those new to the selling process. <b>This programme is FETAC Level 6 certified.</b>
Times	9.30 am - 4.30 pm	
Cost	€100	
Venue	Central Hotel, Tullamore	
Trainer	Bernie Tracey, Beacon Consultancy	

## Offaly County Enterprise Board Services

### Networks

Networking works! Offaly CEB organises the very successful Offaly's Network of Entrepreneurs (O.N.E.). Network meetings are held monthly and are an ideal opportunity to promote your business. Membership is open to all business owners and is free. Anyone who is thinking of setting up a business is also welcome to attend. Meeting dates for May & June: Mondays 7 pm: 21 May, 25 June

### Mentoring

We have a panel of Business Specialists who can meet with you on a confidential basis and help you resolve a particular issue. For more information please contact Orla Martin on 057 9352971, email: [omartin@offalyceb.ie](mailto:omartin@offalyceb.ie).

### Grants

Offaly County Enterprise Board can offer a variety of financial supports to assist the start-up, development and expansion of small businesses in the manufacturing and services sectors employing up to ten people. New and existing small enterprises in the qualifying sectors of manufacturing and internationally traded services may benefit from a priming, business expansion or feasibility study grant. Eligible enterprises include those employing not more than 10 full time staff.

### Information and Advice about Starting and Developing Your Business

Offaly County Enterprise Board provides a full information and advisory service to new and existing entrepreneurs on all aspects of setting up and running a business. OCEB operates as a "single point of contact and referral service", providing information on enterprise incentives, business structures, taxation, regulatory obligations, market research, business and strategic planning etc.

### General Information on Training Courses

- Courses are free of charge to Social Welfare payment recipients. PPS Number required.
- Course fees must be paid with enrolment. Places will not be reserved without payment.
- Priority will be given to owners/managers or employees of micro-enterprises in County Offaly.
- Places are allocated on a first come first served basis. Early booking is advisable as courses fill up very quickly.
- Fees are non-refundable except where a course is cancelled by Offaly County Enterprise Board due to insufficient bookings.



# Offaly County Enterprise Board

## SPRING 2012 TRAINING SCHEDULE



## HELPING LOCAL ENTERPRISE GROW



Find us on Facebook.... [www.facebook.com/OffalyCEB](http://www.facebook.com/OffalyCEB)

Starting your own Business: The Essentials		1 day
Dates	Thurs 19 Jan	An introductory day for anyone who is thinking about setting up their own business. Use the opportunity to investigate your current and future options and to examine how you can best transfer your skills and resources into a new venture. You will learn what supports and guidance are available
Times	9.30 am - 4.30 pm	
Cost	Free of Charge	
Venue	Central Hotel, Tullamore	
Trainer	ACE Training	

Starting your own Business (Tullamore)		6 evenings
Dates	Mon 23, 30 Jan, 6, 13, 20, 27 Feb	This course is designed for anyone who is thinking of starting up their own business. It covers all stages of preparing for a business startup and course topics include Market Research, Business Structure, Business Planning, Sources of Assistance, Taxation Issues, Promoting your product/service, Managing your business.
Times	7.00 - 10.00 pm	
Cost	€70	
Venue	Tullamore Court Hotel	
Trainer	Train With Us	

Starting your own Business (Rhode)		6 evenings
Dates	Tues 7, 14, 21, 28 Feb, 6, 13 Mar	This course is designed for anyone who is thinking of starting up their own business. It covers all stages of preparing for a business startup and course topics include Market Research, Business Structure, Business Planning, Sources of Assistance, Taxation Issues, Promoting your product/service, Managing your business.
Times	7.00 - 10.00 pm	
Cost	€70	
Venue	Rhode Parish Enterprise Centre	
Trainer	ACE Training	

Starting your own Business (Birr)		6 evenings
Dates	Thurs 22, 29 Mar, 5, 12, 19, 26 Apr	This course is designed for anyone who is thinking of starting up their own business. It covers all stages of preparing for a business startup and course topics include Market Research, Business Structure, Business Planning, Sources of Assistance, Taxation Issues, Promoting your product/service, Managing your business.
Times	7.00 - 10.00 pm	
Cost	€70	
Venue	County Arms Hotel, Birr	
Trainer	ACE Training	

Starting your own Business (Tullamore)		3 days
Dates	Mon 14, 21, 28 May	This course is designed for anyone who is thinking of starting up their own business. It covers all stages of preparing for a business startup and course topics include Market Research, Business Structure, Business Planning, Sources of Assistance, Taxation Issues, Promoting your product/service, Managing your business.
Times	9.30 am - 4.30 pm	
Cost	€70	
Venue	Central Hotel, Tullamore	
Trainer	ACE Training	

Small Business Accounts: Manual (Tullamore)		5 evenings
Dates	Wed 29 Feb, 7, 14, 21, 28 Mar	This programme is designed to provide owners of recently established businesses with an opportunity to understand and implement a basic accounting system. Course topics include Debtors and Creditors, Bank Reconciliations, Allowable Expenses, Assets, Liabilities, Income and Expenses, VAT, Profit & Loss & Balance Sheet, Income Tax—Self Assessment.
Times	7.00 - 10.00 pm	
Cost	€100	
Venue	Tullamore Court Hotel	
Trainer	Sarah McGuinness	

Small Business Accounts : Manual (Tullamore)		5 evenings
Dates	Tues 1, 8, 15, 22, 29 May	Designed to give owners of recently established businesses with an opportunity to understand and implement a basic accounting system. Topics include Debtors & Creditors, Bank Reconciliations, Allowable Expenses, Assets, Liabilities, Income & Expenses, VAT, Profit & Loss & Balance Sheet, Income Tax—Self Assessment
Times	7.00 - 10.00 pm	
Cost	€100	
Venue	Tullamore Court Hotel	
Trainer	Elaine Hyland	

Bookkeeping Using Excel		1 day
Dates	Thurs 24 May	Designed as a follow on course from the manual Small Business Accounts, this course allows participants to transfer what they have already learnt from manual to Excel. The course covers all the working elements of setting up a simple bookkeeping system on Microsoft Excel.
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	St. Mary's Youth Centre, Tullamore	
Trainer	Sarah McGuinness	

Costing and Pricing		1 day
Dates	Tues 27 Mar	Practical programme on how to correctly cost and price a job. The different methods of pricing will be explored and will be useful for both manufacturing and service businesses - Learn how to do it right each and every time.
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	Central Hotel, Tullamore	
Trainer	ACE Training Ltd	

Presenting with Confidence		1 day
Dates	Fri 9 Mar	The ability to influence others is essential for business owners, salespeople and other representatives. Presentations are often an essential element in making deals, closing sales and influencing opinion. Participants will learn how to be prepared and prevent the dreaded "stage fright" from happening.
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	Bridge House Hotel, Tullamore	
Trainer	Mick Rock, ActNow	

Using Facebook for Business (Beginners)		1 day
Dates	<del>Fri 23 Mar</del> (Booked Out) Wed 2 May (Booked Our)	This workshop is for anyone in business who wants to set up a Facebook page (or has just set one up). Topics covered include Facebook business pages vs personal profile pages, setting up your page correctly, administering your page, customizing without coding, adding presentations and videos, newsletter sign ups, feeding your blog to your Facebook page, building brand awareness, introduction to Analytics
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	St. Mary's Youth Centre, Tullamore	
Trainer	Maggie Ruane	

Using Facebook for Business (Advanced)		1 day
Dates	<del>Fri 20 Apr</del> (Booked Out) Wed 16 May (Limited Availability)	The Advanced workshop is aimed at those in business who have an established Facebook page. Topics include maximizing sales, capturing contact information, driving traffic to your website, running competitions, using Applications, content that gets results, techniques for building and engaging your fanbase, advanced Analytics
Times	9.30 am - 4.30 pm	
Cost	€50	
Venue	St. Mary's Youth Centre, Tullamore	
Trainer	Maggie Ruane	