



# Laois County Enterprise Board

Portlaoise Enterprise Centre,  
Clonminam Business Park, Portlaoise, Co. Laois.

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## TRAINING PROGRAMME SPRING 2010



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union

## Programme Specification T1001

### Certified Start Your Own Business

**Dates** 11th January – 15th March  
**Times** 7.00pm-10.00pm  
**Cost** €100

#### *10 Evenings*

#### **Content Areas**

The aim of this course is to equip participants with the skills and knowledge required to start and run a successful business. To achieve a FETAC certificate, participants are required to submit a completed business plan for their business.

## Programme Specification T1002

### Certified Start Your Own Business

**Dates** 12th January – 16th March  
**Times** 7.00pm-10.00pm  
**Cost** €100

#### *10 Evenings*

#### **Content Areas**

The aim of this course is to equip participants with the skills and knowledge required to start and run a successful business. To achieve a FETAC certificate, participants are required to submit a completed business plan for their business.

## Programme Specification T1003

### Certified Time Management & Assertiveness

**Dates** Wednesday, 20th  
& 27th January  
**Times** 9.30am-4.30pm  
**Cost** €40

#### *2 Days*

#### **Content Areas**

Topics covered include:

- What is assertiveness?
- Understanding and becoming aware of your own behaviour
- Different types of behaviour - assertive, passive, aggressive
- Two way communication
- Assertive techniques
- Explore assertive responses to everyday situations
- Dealing with criticism
- Receiving and giving feedback
- Self management and personal development
- Time Management

Participants will receive a FETAC certificate on successful completion of this course.

## Programme Specification T1004

### Top Tips for Closing the Sale

**Dates** Thursday, 21st January  
**Times** 9.30am to 4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

The purpose of the programme is to provide participants with an understanding of how they communicate to their customers and learn valuable sales coaching skills to help them close the deal with more confidence and build relationships that last.

## Programme Specification T1005

### How to improve Cash Collection and Credit Control

**Dates** Thursday, 28th January  
**Times** 9.30pm to 4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

This is an interactive presentation followed by practical exercises based on real business cases. There are three modules covered in this programme:

- Cashflow and cash collection
- Credit control procedures
- Assertive communication techniques in credit control.

## Programme Specification T1006

### How to submit that winning Tender

**Dates** Thursday, 4th February  
**Times** 9.30am-4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

More and more public and private sector tenders are awarded through competitive tendering. Tendering can have a significant impact on business growth but if it is done badly, it can eat into management time and lead to serious loss of business. This one-day workshop has one simple aim - to improve participants' ability to submit winning tenders.

## Programme Specification T1007

### How to get the most from your Website

**Dates** Tuesday, 23rd February  
**Times** 9.30am-4.30pm  
**Cost** Free of Charge

**1/2 Day**

#### Content Areas

This course is aimed at people who have a website and want to use what they currently have more effectively without spending a lot of money. Different online marketing strategies will be discussed and attendees will be given simple and effective hints, tips and strategies to make their websites work.

## Programme Specification T1008

### Taxation for the Small Business

*1 Day*

#### Content Areas

This programme will cover Tax registration and compliance, VAT, PAYE, PRSI, Income and Corporation Tax. Timeliness and being proactive to avoid unnecessary penalties and take advantage of tax planning opportunities.

**Dates** Thursday, 18th February

**Times** 9.30am-4.30pm

**Cost** €40

## Programme Specification T1009

### Occupational First Aid

*3 Days*

#### Content Areas

Assessment, Accident Scene Management, Circulation, Wounds and Bleeding, Respiration, Asphyxia and Introduction to Cardiopulmonary Resuscitation, CPR-50% or lesion to include CPR student practice, Unconsciousness, Fractures, Strains, Sprains and Dislocations, Burns, Scalds, Chemicals/Poisons, Electric Shock, Medical Emergencies, Crush and Spinal Injuries, Casualty, Transportation, Skills Revision & Examination.

**Dates** Thursday, 25th, Friday, 26th  
February & Monday, 1st March

**Times** 9.30am-4.30pm

**Cost** €100

## Programme Specification T1010

### Key Steps to Sales Success

*1 Day*

#### Content Areas

The main aim of this course is to help participants find the tools to increase sales and maintain progress.

**Dates** Thursday, 4th March

**Times** 9.30am-4.30pm

**Cost** €40

## Programme Specification T1011

### Basic Manual Bookkeeping

*1 Day*

#### Content Areas

This programme gives participants an understanding of the basic concepts of manual bookkeeping. By the end of this course participants will be able to:

- Understand what should be included in a sales invoice
- Understand the bookkeeping cycle and the way to keep accounts
- Acquire the knowledge and skills to record transactions in a manual accounts system and draw up daybooks.

**Dates** Wednesday, 10th March

**Times** 9.30am-4.30pm

**Cost** €40

## Programme Specification T1012

### Introduction to Manual Payroll

*1 Day*

#### Content Areas

**Dates** Tuesday, 23rd March  
**Times** 9.30am-4.30pm  
**Cost** €40

This course provides an introduction to manual payroll for people who are just starting up a business or who are considering setting up. On completion of the programme participants will be competent in setting up and managing a basic manual payroll system.

## Programme Specification T1013

### Marketing for Beginners

*1 Day*

#### Content Areas

**Dates** Thursday, 18th March  
**Times** 9.30am-4.30pm  
**Cost** €40

The purpose of the programme is to help participants understand how effective marketing can drive their business success.

## Programme Specification T1014

### Stress Management

*1 Day*

#### Content Areas

**Dates** Thursday, 1st April  
**Times** 9.30am-4.30pm  
**Cost** €40

Participants will examine the causes of stress and discover how to eliminate them. You will be given practical directions and exercises to assist you.

## Programme Specification T1015

### Creative Marketing

*1 Day*

#### Content Areas

**Dates** Wednesday, 7th April  
**Times** 9.30am-4.30pm  
**Cost** €40

This course will assist participants in designing a Marketing Plan. You will also cover personal selling; media and networking.

## Programme Specification T1016

### Business Skills For Women

*2 Days*

#### Content Areas

**Dates** Thursday, 8th & 15th April  
**Times** 9.30am-4.30pm  
**Cost** €60

This programme will provide participants with a good foundation in starting and managing their own businesses and will provide those already in business with tips on marketing and business planning.

## Programme Specification T1017

### Start Your Own Business Taster Session

*Half Day*

#### Content Areas

**Dates** Tuesday, 13th April  
**Times** 9.30am-1pm  
**Cost** €25

This aimed at those thinking about starting a business, but are not sure what it is about or where to start. Topics covered include:

- How to get from idea to opening stage
- Social Welfare implications
- Financial options
- Overview of tax and legal obligations.

## Programme Specification T1018

### Certified Finance for Non-Financial Managers

*2 Day*

#### Content Areas

**Dates** Tuesday, 20th & 27th April  
**Times** 9.30am-4.30pm  
**Cost** €60

At the end of this course the participants will be able to:

- understand financial jargon
- be aware of the key elements to good financial management
- have an ability to read financial statements
- be able to assess financial viability and performance
- develop their confidence in communicating regarding financial matters.

## Programme Specification T1019

### Customer Care & Complaint Handling

*1 Day*

#### Content Areas

**Dates** Thursday, 29th April  
**Times** 9.30am-4.30pm  
**Cost** €40

This course is for anyone who deals directly with customers or potential customers. The participant will learn valuable listening techniques and tools to help them to become more confident. You will also cover how to turn complaints into opportunities.

## Programme Specification T1020

### Getting the most from your Accountant

**Dates** Thursday, 6th May  
**Times** 9.30am-4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

A presentation to small/medium sized business owners towards their building a better working relationship with accountants. The programme will highlight ways that an accountant can assist businesses, the need to agree parameters at the outset and ensuring value for money.

## Programme Specification T1021

### Updating and reviewing your Business Plan

**Dates** Tuesday, 11th May  
**Times** 9.30am-4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

This course is aimed at those already in business and looks at building on experience, guiding them through a review of Business Planning. They will leave with a clearer view of their business and will learn tips on progressing forward.

## Programme Specification T1022

### Business Ideas Generation Workshop

**Dates** Thursday, 13th May  
**Times** 9.30am-4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

This one day idea generation workshop is suitable for those without a business idea who would like to go into business for themselves as well as for those who have an idea but would like to “twist and change” it a bit more to make it different before they set up in business. The workshop will help people decide whether self employment is the right route for them as well as showing them how to come up with new business ideas and how to take their business ideas further.

## Programme Specification T1023

### Presentation Skills

**Dates** Tuesday, 18th May  
**Times** 9.30am-4.30pm  
**Cost** €40

**1 Day**

#### Content Areas

The participant will learn to understand anxiety and how to control it; develop skills to communicate and present a presentation; learn skills on speaking in public with confidence.



## APPLICATION FORM

Course: ..... Date(s): .....

Name: ..... Organisation: .....

Address: .....

.....

Mobile: ..... Email: .....

Signed: ..... Sum Enclosed: .....

Any Special Needs/Requirements? (Please State): .....

.....

### TERMS AND CONDITIONS

#### BOOKING

- Places can be reserved only on receipt of payment in full.
- Receipt of application information implies understanding and acceptance of the terms and conditions.  
**You will be notified prior to commencement of course if your application has been accepted.**

#### PAYMENT

- Payments can be made at our offices, by post or by bank transfer at AIB, Portlaoise, Co. Laois, Account No. 12382137; Sort Code: 93 32 79. Please quote course code and your name on all transactions.

#### FAILURE TO ATTEND

- Substitutions are acceptable at any time up to noon on the day of training. The substitute will receive all course material on behalf of the original delegate.
- In circumstances where the original attendee fails to attend and no substitute is appointed, seminar notes and materials will be forwarded by post on request, provided full payment has been received.

#### REFUNDS

- To qualify for a full refund, cancellation must be received in writing 14 days prior to the event.
- A 50% refund applies to cancellation received up to 5 days prior to the event and no refund thereafter.  
*A full refund applies if your application is unsuccessful. Your application may be unsuccessful if all places have been allocated, or if the course is over-subscribed and you are not allocated a place.*

#### CHANGES IN DETAILS

- The company reserve the right to alter the programme, speaker or venue or to cancel an event at our discretion.  
In the event of a cancellation, our liability shall be restricted only to refund of fees paid.

Please forward this application form together with the appropriate fee to :

The Laois County Enterprise Board Limited,  
Portlaoise Enterprise Centre, Clonminam Business Park, Portlaoise, Co. Laois.  
T: 057 866 1800 | F: 057 866 6989 | E: [admin@laoisenterprise.com](mailto:admin@laoisenterprise.com) | [www.laoisenterprise.com](http://www.laoisenterprise.com)

Occasionally we may contact you with details of upcoming events/further training.

Please tick your preferred method(s) of communication:

E-mail

Text

Mail

Please do not contact me