



Business Skills Training Schedule Autumn 2018

TRAIN TO GAIN!

Local Enterprise Office Kildare provides an extensive range of training programmes for the business owners and their employees in County Kildare. Each programme is lead by an industry expert, ensuring exceptional content and expertise. The diverse range of courses and workshops offered by LEO Kildare are listed below.

We would be delighted to see you at our events, all of which are heavily subsidised and can be booked on our website at <https://www.localenterprise.ie/Kildare/Training-Events/Online-Bookings> or contact us at Áras Chill Dara, Devoy Park, Naas for further details by email, localenterprise@kildarecoco.ie or call **045 980 838**.

Course	Course Summary	Location	Date	Time	Cost
Trading Online Voucher Seminar	2 hour Evening Workshop outlining opportunities of increasing sales on line and the availability of funding to do so.	Training Suite, Áras Chill Dara, Naas	28th Aug	18:00 – 20:00	FREE
Start Your Own Business	This course is aimed at anyone who is thinking of starting their own business or has recently started a business. The programme will guide you through the various aspects of business and business planning. The objective is to assist you in assessing your idea, its viability and next steps to progress your business.	The Osprey Hotel, Naas	15th Sept to 6th Oct	09:00 - 16:30	€100
Introduction to VAT	Participants will learn how VAT works, record keeping, book-keeping obligations and preparing to submit VAT returns.	Training Suite, Áras Chill Dara, Naas	4th Sept	09:30 - 13:00	€30
Lean for Micro	Lean is about being effective and efficient - doing things quicker, better, cheaper. Lean strives to stamp out waste and to continually improve.	The Osprey Hotel, Naas	10th & 24th Sept	09:30 - 16:30	€250
Book Keeping & Basic Taxation	The course will cover all the working elements of setting up a simple bookkeeping system. It will also provide participants with an understanding of the Irish taxation system and calculating tax liabilities.	Training Suite, Áras Chill Dara, Naas	11th Sept	09:30 - 16:30	€50
Management Development Program	This programme is for owner/managers planning for the next stage of their business cycle, whose future commercial success depends on their management capability. This fantastic programme combines management theory, powerful peer learning, networking and action learning approaches.	The Osprey Hotel, Naas	18th Sept 18 - 19th Feb 19	19:00 - 22:00	€300
How To File A Tax Return	The practical workshop covers tax obligations, payment of tax and filing of tax returns under self-assessment.	Training Suite, Áras Chill Dara, Naas	18th Sept	09:30 - 16:30	€50
Digital Marketing - Beginners Module 1 : Digital Strategy & Planning and SEO	Providing a great overview of the different elements that make up a successful Digital Marketing strategy. Participants will also have a better understanding of what Search Engine Optimisation (SEO) entails and will create their own actionable Digital Marketing plan during the session.	Training Suite, Áras Chill Dara, Naas	25th Sept	09:30 - 16:30	€50
Future Retail Conference	"David vs. Goliath" is the guiding theme of this conference, focusing on how small retailers find their way to position themselves among all the big players of the industry.	The Osprey Hotel, Naas	26th Sept	07:30 -13:00	€50
Digital Marketing – Beginners Module 2 : Content Marketing	An Interactive session packed full of case studies and examples. Learn how great Content Marketing can help generate sales.	Training Suite, Áras Chill Dara, Naas	2nd Oct	09:30 - 16:30	€50
Start Your Own Business	This course is aimed at anyone who is thinking of starting their own business or has recently started a business. The programme will guide you through the various aspects of business and business planning. The objective is to assist you in assessing your idea, its viability and next steps to progress your business.	Clanard Court Hotel, Athy	4th Oct to 22nd Nov	19:00 - 21:30	€100
Digital Marketing - Beginners Module 3 : Online Advertising and Promotions	This course will focus on how to run paid Social Media Campaigns that generate business opportunities.	Training Suite, Áras Chill Dara, Naas	09th Oct	09:30 - 16:30	€50
Childcare Courses - Managing People: Employment Law made easy	Effectively manage people in accordance with employment legislation. An introduction to the critical aspects of employment law with a focus on understanding an employer's obligations, reducing risk and how to manage compliance effectively.	Kildare County Childcare Committee, Clane	13th Oct	09:30 - 17:00	€30
Digital Marketing - Beginners Module 4 : Facebook & Twitter	Designed for businesses starting out on Facebook & Twitter and want to build a strong loyal network with existing and potential customers.	Training Suite, Áras Chill Dara, Naas	16th Oct	09:30 - 16:30	€50
National Women's Enterprise Day - Afternoon Tea Celebration!	An afternoon tea event with a prosecco reception with keynote speaker Ms Sonia Deasy of Pestle and Mortar. Sonia will also be joined by a panel of speakers including Ms Nikki Collins of NMP Collins Innovations Ltd, Ms Susan Sexton of Kildare Farm Foods and special guest Ms Mary O'Rourke former T.D who will host a conversation on the couch with our panel of guest speakers including a Q & A session. The theme of this year's event is 'From local to global'.	Celbridge Manor Hotel, Celbridge	18th Oct	16:00 - 20:00	€30
Digital Marketing – Beginners Module 5 : Email and Linked In	Aimed at micro businesses that wish to generate sales for their business using both E-mail and LinkedIn platforms.	Training Suite, Áras Chill Dara, Naas	23rd Oct	09:30 - 16:30	€50
Start Your Own Business	This course is aimed at anyone who is thinking of starting their own business or has recently started a business. The programme will guide you through the various aspects of business and business planning. The objective is to assist you in assessing your idea, its viability and next steps to progress your business.	Celbridge Manor Hotel, Celbridge	25th Oct to 13th Dec	19:00 - 21:30	€100
Improving your digital strategy through social media management	An excellent overview of the different elements that make up a successful Digital Marketing strategy. Attendees will create their own actionable Digital Marketing plan and analyse the markets top management tools for scheduling content and combining all active social media.	Training Suite, Áras Chill Dara, Naas	30th Oct	09:30 - 16:30	€50
Childcare Courses - How to Motivate your team	Set goals for your team and understand their individual motivations. Define your management & leadership style to delivers some key proven people management approaches and templates.	Kildare County Childcare Committee, Clane	3rd Nov	09:30 - 17:00	€30
Delivering Excellent Customer Care to Increase Sales	Focusing on the strategic side of Customer Service including developing a Customer Service Initiative.	Training Suite, Áras Chill Dara, Naas	06th Nov	09:30 - 13:00	€30
Design and Build Your Own Low Cost Website	Two day course to provide participants with the skills to build and update a basic low cost website.	Training Suite, Áras Chill Dara, Naas	13th & 20th Nov	09:30 - 16:30	€50
EHI Primary Course in Food Safety	A foundation for future training such as HACCP food safety management and food supervision. The course will enable participants to complete the Environmental Health Association of Ireland (EHA) Primary Course in Food Safety Certificate.	The Osprey Hotel, Naas	22nd Nov	09:30 - 17:00	€80
Digital Marketing - Search Engine Optimisation (SEO)	This course focuses on how to run paid Social Media Campaigns that generate business opportunities. A hands on session where participants will create and design their own ads and plan their social media campaign.	Training Suite, Áras Chill Dara, Naas	27th Nov	09:30 - 16:30	€50
Video Marketing with a Smartphone	This course will teach participants how to use online video to market their business along with how to shoot and edit a marketing or promotional video on a budget.	The Osprey Hotel, Naas	26th Nov & 3rd Dec	09:30 - 16:30	€80
Sales & Negotiating Skills	This course focuses on how to develop Successful Sales Technique & Negotiation Skills.	Training Suite, Áras Chill Dara, Naas	4th Dec	09:30 - 16:30	€50
Costing, Pricing, Cashflow	This programme aims to provide the participants with an understanding of calculating costs and actual price for their product/service to enable profitable returns.	Training Suite, Áras Chill Dara, Naas	11th Dec	09:30 - 13:00	€30