



BALLYHOURA
DEVELOPMENT CLG



Comhairle Cathrach
& Contae Luimnigh
Limerick City
& County Council



Enterprise Training 2018



Coiste um Fhorbairt Pobail Aitiúil Luimnigh
Limerick Local Community Development
Committee



Coiste um Fhorbairt Pobail Aitiúil
Chorcaigh Thuaidh
North Cork Local Community Development
Committee



An Roinn
Gnóthaí Fostaíochta agus Coimirce Sóisialaí
Department of
Employment Affairs and Social Protection



Ireland's European Structural and
Investment Funds Programmes
2014-2020

Co-funded by the Irish Government
and the European Union



EUROPEAN UNION
Investing in your future
EUROPEAN SOCIAL FUND



Rialtas na hÉireann
Government of Ireland



Social Inclusion &
Community Activation
Programme



Oifig Fiontair Áitiúil
Local Enterprise Office

The Social Inclusion and Community Activation Programme (SICAP) 2018-2022 is funded by the Irish Government through the Department of Rural and Community Development and co-funded by the European Social Fund under the Programme for Employability, Inclusion and Learning (PEIL) 2014-2020

Using Social Media effectively in Your Business

28th September, Forrest Hall, Mitchelstown, Co.Cork
19th October, Croom Enterprise Centre, Co.Limerick
Caroline Egan - Cramdentech



Participants should leave with a greater understanding of:

- Choosing the best platforms for your business and knowing how to use them
- Understand how to use digital marketing and social media to promote your business and brand
- Be able to develop and implement a social media strategy for your business
- Understand relationship marketing and how to form relationships and build customer loyalty using social media
- Understand how to build organic reach with the different platforms
- Measuring and Evaluating Your Strategies against Key Performance Indicators

Marketing & Branding Your Business

3rd October - Forrest Hall, Mitchelstown, Co.Cork
5th October – Cootehall Kilmallock, Co.Limerick
30th November - Millennium Centre, Caherconlish, Co.Limerick
Padraig Cleary - Mayday Management



Participants should leave with a greater understanding of:

- Defining your target markets
- Describing your product or service
- Promoting your product or service
- Pricing Your Product or Service
- Getting the most from your brand
- Designing a piece of marketing material for the business
- Understanding the range of other promotional items – from traditional methods to digital applications (including websites and social media)
- Measuring and Evaluating Your Strategies against Key Performance Indicators

Tax and the Self-Assessment System

14th September – Millennium Centre Caherconlish, Co.Limerick
8th November – Bakers Road, Charleville, Co.Cork
PAS- Padraig Considine



Participants should leave with a greater understanding of:

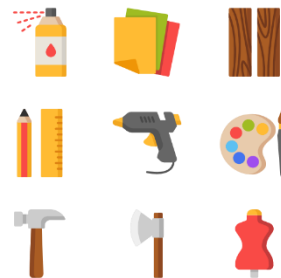
- What is Self-Assessment and who is liable?
- Basis of assessment for a new business
- Preliminary tax
- ROS
- Capital allowances
- Types of business expenses allowed
- Keeping books and records
- VAT and how it applies to your business

Developing Your Craft Enterprise in 2018+

27th September – Croom Enterprise Centre, Croom, Co.Limerick
Lifeline - Marian McDonald

Participants should leave with a greater understanding of:

- Consumer requirements
- Marketing and Selling your Craft Product
- Product Development
- Showcasing your Product
- Effective Merchandising
- Trade Shows
- Branding, Packaging & Retailer Relationships
- Craft Clusters & Collaboration
- Supports available from Crafts Council of Ireland
- Next steps for your craft enterprise



Making the Most of Your Business Presentations

1st November, Cootehall, Kilmallock, Co.Limerick
NLC - Terry Harmer

Participants should leave with a greater understanding of:

- The 90-second introduction
- Verbal & non-verbal communication
- Creating the professional image
- Importance of first impressions
- Preparation for business interviews/presentations
- How to get your point across in a professional manner
- Role Playing your business presentations



Effective Sales and Selling for Your Business

19th November – Croom Enterprise Centre, Croom, Co.Limerick
NLC - Terry Harmer

Participants should leave with a greater understanding of:

- Profiling Markets & Target Groups
- Features, Advantages, Benefits of your product/service
- Stages in the Sales Process
- Presenting your Product & Service
- Telephone techniques
- Building Rapport
- Cost, price and other reasons not to buy
- Closing Sales
- Selling online and offline
- Measuring and Evaluating Your Strategies against Key Performance Indicators



An Introduction to Data Protection for Business & Community Organisations

(4 Hour Workshop)

27th September, 10am to 2pm , Millennium Centre, Caherconlish, Co.Limerick
Cramdentech - Caroline Egan



Participants should leave with a greater understanding of:

- EU Data Protection Regulation (GDPR) coming into effect on May 25th 2018.
- Understand data protection principles
- Know how data protection applies to your organisation
- Rights of individuals (data subjects)
- Data protection roles
- Avoid the common mistakes that put your customer/client/stakeholder data at risk
- how to implement GDPR compliant practice across activities such as running a website, marketing, handling payments and providing customer service
- Demonstrating GDPR compliance

Pricing for Profitability

9th November – Bruff Venue TBC

Participants should leave with a greater understanding of:

- The elements of Pricing
- Taking account of all costs when preparing estimates/quotations
- Mark Up & Margin
- What is “Cost”?
- Costing for a Manufacturing enterprise
- Costing for a Service-based enterprise
- Fixed & Variable Costs



Start Your Own Business - Three-day Programme

The programme provides information on:

- Business Development
- Business Registration
- Taxation
- Marketing & Sales
- Funding & Financing
- Keeping Accounts
- Developing your Business Plan

Mitchelstown

12th, 20th, & 26th Sept

Charleville

31st Oct, 6th & 7th Nov

Caherconlish

28th & 29th Nov, 4th of Dec

Ballyhoura Development CLG Offices

For further information on these training courses, please contact your closest Ballyhoura Development CLG Development Officer:

Cappamore
John Hassett,
Tel 061 387040

Charleville
Donna Cleary
Tel 063 30694

Kilfinane
Ella Conway
Tel 063 91300

Kilmallock
David O’Grady,
Tel 063 20517

Mitchelstown
Sadie Allen,
Tel 025 85213