

APRIL

Public Relations - the art of communication - the best techniques for your business

The benefits of developing PR skills and media campaign planning for micro-businesses will be discussed. Using practical examples and through workshops, participants will learn the do's and don'ts of Press Release writing and finding an angle. Participants will identify their target media, discuss how to build up a relationship with the media and evaluate their success.

Venue: West Cork Hotel, Skibbereen

Dates: Thurs 30th April & Fri 1st May 2009

Times: 9.30am - 4.30pm **Fee:** €75

Tech-Check Audit



Are you making the best use of technology in your business? Are you aware that many businesses can cut down on labour costs, improve efficiencies, effectiveness and business profitability through a better use of technology? Tech-Check is an opportunity to get confidential advice for your business. Apply for your own personal Tech-Check audit which will give you individualised technology recommendations for your business and help you get over your fear of technology. Open to any business employing up to 50 employees including manufacturers, professional services, training providers, retail, hospitality sector and other international or local service businesses.

Fee: €150

Contact the Board for an application form or book on-line from our website.

SMALL BUSINESS NETWORK

Date: Monday 12th January 2009
Time: 7.30pm-9.30pm
Venue: Fernhill House Hotel, Clonakilty
Speaker: Jon McCulloch, McCulloch Success Systems Ltd
Topic: Marketing in challenging economic times

Date: Monday 2nd February 2009
Time: 7.30pm-9.30pm
Venue: The Parkway Hotel, Dunmanway
Speaker: Alan O'Meara, Almedia Design
Topic: How to create a winning website

Date: Monday 2nd March 2009
Time: 7.30pm - 9.30pm
Venue: The Maritime Hotel, Bantry
Speaker: Gillian O'Sullivan, Olympic Athlete
Topic: Goal management

Date: Monday 6th April 2009
Time: 7.30pm - 9.30pm
Venue: The Celtic Ross Hotel, Rosscarbery
Speaker: Neil O'Brien, Quantum Business Solutions
Topic: Cutting business costs and saving money

Date: Monday 11th May 2009
Time: 7.30pm - 9.30pm
Venue: The Maritime Hotel, Bantry
Speaker: Sean Hyde, Health & Safety Authority
Topic: Health & safety in the workplace

Date: Monday 8th June 2009
Time: 7.30pm - 9.30pm
Venue: Fernhill House Hotel, Clonakilty
Speaker: Eamon Curtin, HJM
Topic: Getting credit and getting paid on time

WOMEN IN BUSINESS NETWORK

Date: Monday 19th January 2009
Time: 7.30pm - 9.30pm
Venue: Fernhill House Hotel, Clonakilty
Speaker: Claire Graham
Topic: Make PR work for your business

Date: Monday 20th April 2009
Time: 7.30pm - 9.30pm
Venue: The Maritime Hotel, Bantry
Speaker: Bob McCarthy, LMI
Topic: Time management

ANNUAL MEMBERSHIP

(January-December 2009)

Small Business Network: €60

Women in Business Network: €30

SPECIAL OFFER: Join both networks by 31st March 2009 for only €70

NETWORKING

Networking is a very valuable and productive activity for someone setting up and managing their own business. Creating and maintaining business contacts can be the difference between the success and failure of your business. The Board has recognised the need for a supportive network for small business owners in West Cork and as a result runs a Small Business Network and a Women in Business Network. Contact the Board today for an application form to join the Networks or simply come along to a Network meeting before you join to see how YOU can benefit from being a member.

Email: networks@wceb.ie

Make booking EASY by booking on-line for any of our training programmes or seminars www.wceb.ie

West Cork Enterprise Board:

Address: Kent Street, Clonakilty, Co. Cork.

Tel: 023-8834700

Fax: 023-8834702

Email: enterprise@wceb.ie

Web: www.wceb.ie

This training schedule may be subject to some change.

ENQUIRY FORM

PLEASE PRINT IN BLOCK CAPITALS

Name:

Business Name:

Address:

Tel:

Fax:

E-mail:

Please send information on:

All of our training programmes and seminars are for owner/managers or key personnel of micro-enterprises only (companies employing 1 to 10 employees).



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union



EUROPEAN REGIONAL
DEVELOPMENT FUND

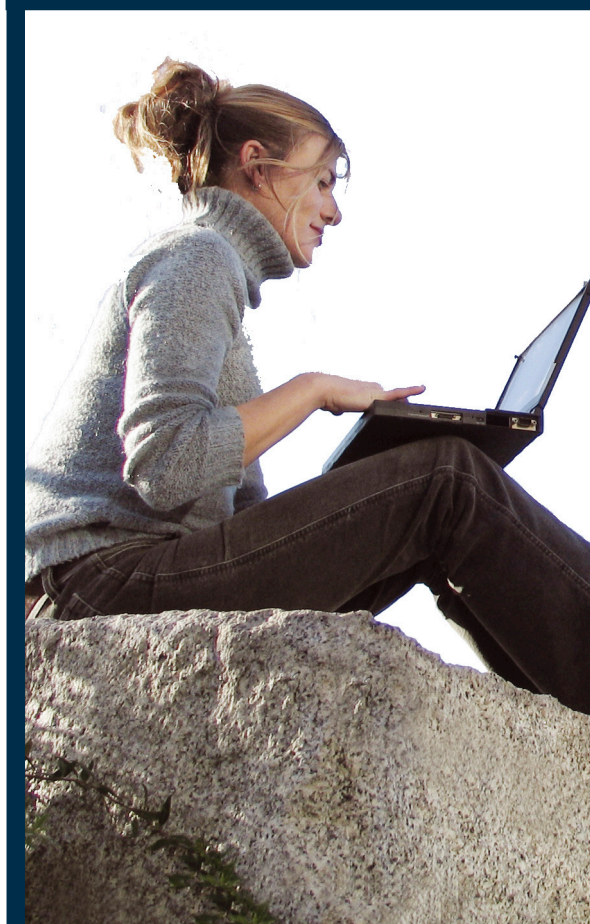


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DRIVING ENTREPRENEURSHIP AND INNOVATION

Training & Business Development

Programmes for Small Businesses



Spring 2009

On-line booking available www.wceb.ie

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JANUARY

Start your own business programme

This programme is for people with a business idea in mind who are unsure of how to develop an idea into a business plan. It 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 to decide if you should proceed or take a step back. *Modules include:* start your own business; legal issues; preparing a business plan; marketing; researching the market; finance; funding sources; basic bookkeeping; sales; ICT. One to one mentoring of 1.5 hours per participant is included.

Venue: Fernhill House Hotel, Clonakilty

Dates: Wednesday 21st, 28th Jan; 4th, 11th, 18th, 25th Feb; 4th, 11th March 2009

Times: 6.30pm – 9.30pm **Fee:** €100

FEBRUARY

Pricing your product/service

This one day seminar will show you how to select the costing method most suitable for your business and how to ensure that all your costs are reflected in your selling price. You will also learn how to adjust your selling price for other factors such as what the market will bear, competition and the size of the business that you are dealing with. Each participant will receive a workbook that they will complete over the course of the seminar. This can then be used in the business going forward for calculating your costing/selling prices.

Venue: West Cork Education Centre, Dunmanway

Date: Friday 6th February 2009

Times: 9.30am - 4.30pm **Fee:** €60

FEBRUARY

The do's and don'ts of employment law

Want to learn more about employment law facing small businesses today? If so, then this one day seminar is for you. It will provide you with up to date information on: contracts of employment, avoiding claims for discrimination, managing probationary employees and handling disciplinary issues. After this seminar you will be able to put into effect what you learn, making sure your business is compliant with employment law.

Venue: Fernhill House Hotel, Clonakilty

Date: Monday 9th February 2009

Time: 9.30am - 4.30pm **Fee:** €60

AND

Venue: Westlodge Hotel, Bantry

Date: Monday 23rd February 2009

Time: 9.30am - 4.30pm **Fee:** €60

Website optimisation

This one day seminar will teach you a step-by-step approach to planning an effective website, understanding the importance of information design, choosing a navigation strategy, and keeping graphic design in context.

Venue: Celtic Ross Hotel, Rosscarbery

Date: Friday 13th February 2009

Time: 9.30am - 4.30pm **Fee:** €60

Search engine optimisation

It is essential that you get your website optimised to compete for high rankings. This seminar is designed to bring you up to speed with all the major aspects of optimising websites for search engine rankings.

Venue: Celtic Ross Hotel, Rosscarbery

Date: Thursday 19th February 2009

Time: 9.30am - 4.30pm **Fee:** €60

FEBRUARY

How to get paid on time

This seminar will provide you with practical hints, tips and ideas that you can use to improve your credit control in your business. You will learn how to manage and track poor credit control, precautions to be taken with new customers, the most common reasons customers don't pay on time and the real costs of poor credit control. A checklist to ensure that invoices, statements and other documents are in order will be provided.

Venue: West Cork Education Centre, Dunmanway

Date: Friday 20th February 2009

Time: 9.30am - 4.30pm **Fee:** €60

Selling your product/service on the internet

This one day seminar will introduce you to selling on the internet. It will cover aspects of building an e-commerce site and selling online with an overview of website e-commerce concerns, pricing & hosting.

Venue: Celtic Ross Hotel, Rosscarbery

Date: Thursday 26th February 2009

Time: 9.30am - 4.30pm **Fee:** €60

MARCH

Grow your profits and increase your cashflow

Do you want to get a better understanding of your finances, grow your profits and increase your cashflow? If so, then this is the programme for you. It will include four evening workshop sessions as well as an initial and post programme mentoring session of 1.5 hours each. *Topics include:* a unique five way formula to grow your sales and profits, reduce costs, understand your accounts, increase profit margins and improve your cashflow. You will also design an action plan for your business.

Venue: Westlodge Hotel, Bantry

Dates: Tuesday 3rd, 10th, 24th, 31st March 2009

Times: 6.30pm- 9.30pm **Fee:** €100

MARCH

Marketing your way out of the recession

This seminar is for owner/managers or key personnel of micro-enterprises who may not have previous knowledge/skills/qualifications in marketing. It will give you excellent practical advice on your marketing needs, which you can put into effect immediately. You will receive tools to develop a marketing plan for your business.

Venue: Fernhill House Hotel, Clonakilty

Date: Thursday 5th March 2009

Time: 9.30am - 4.30pm **Fee:** €60

Smart selling skills for challenging times

Even in challenging times trade continues, consumers and businesses buy goods and services but are much more selective than during times of affluence. To be a preferred supplier you need to employ smart selling skills if your business is to prosper. This seminar is for owner/managers or key personnel of micro-enterprises. It will make you more efficient and effective in selling your service or product and as a result you will increase your sales. You will receive the tools to develop a sales plan for your business.

Venue: Fernhill House Hotel, Clonakilty

Dates: Thursday 19th March 2009

Times: 9.30am - 5.00pm **Fee:** €60

Start your own business programme

This programme is for people with a business idea in mind who are unsure of how to develop an idea into a business plan. It 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 to decide if you should proceed or take a step back. *Modules include:* start your own business; legal issues; preparing a business plan; marketing; researching the market; finance; funding sources; basic bookkeeping; sales; ICT. One to one mentoring of 1.5 hours per participant is included.

MARCH

Venue: The Glengarriff Park Hotel, Glengarriff

Dates: Wednesday 25th March; 1st, 8th, 15th, 22nd, 29th, April; 6th, 13th May 2009

Times: 6.30pm – 9.30pm **Fee:** €100

APRIL

Developing a culture of excellent customer care

Today, more than ever before, developing a totally customer-centred approach and culture within companies is essential to survive. How do you ensure that all customer "moments of impression" are positive in your firm? Knowing that there is a direct link between employee job satisfaction and customer satisfaction is a vital ingredient in creating an exceptional customer care culture. This programme will explain how you can achieve a culture of excellent customer care within your business.

Venue: West Cork Hotel, Skibbereen

Date: Thursday 2nd April 2009

Times: 9.30am - 4.30pm **Fee:** €60

Opportunities in China

In conjunction with the South Cork Enterprise Board, this introductory seminar will help you to understand the real challenges of doing business in China, the importance of engaging directly with suppliers and buyers in China and the opportunities that may be there for your business. The seminar will benefit those who have a general interest in doing business in China but who have not yet engaged with the possibilities in any great detail.

Venue: Munster Arms Hotel, Bandon

Date: Friday 24th April 2009

Times: 9.30am - 11.30am **Fee:** €20