



Management Development Training for Small Business

SPRING/SUMMER 2010



Fingal County
Enterprise Board

Book online at
www.fingalceb.ie/events
or Tel: 01 890 0800

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Financial Management of Your Business Made Simple

Basic Bookkeeping

Gain a clear understanding of the basic principles of book-keeping including: maintenance of cash book, petty cash book, reconciliation of bank statement and keeping accurate and current records about your financial business activities.

Date: Thursday 11th February, 2010

Thursday 11th May, 2010

9.00am – 4.00pm

Cost: €50 (including lunch)

Taxation for Beginners

Legal reporting requirements; the self assessment system; preliminary tax; the PRSI system; Capital allowances/Chargeable gains; Income Tax return; TAX and PRSI liability; VAT system; Important dates; Contacts at key agencies.

Date: Thursday 18th February, 2010

Thursday 18th May, 2010

9.00am – 4.00pm

Cost: €50 (including lunch)

Understanding the PAYE and PRSI System

Requirements of the Irish Tax & PRSI system, payroll calculations; compliance with the relevant legislation; essential rules in the operation of PAYE and PRSI; rights and obligations of both employers and employees.

Date: Thursday 25th February, 2010

Thursday 25th May, 2010

9.00am – 4.00pm

Cost: €50 (including lunch)

Digital Marketing

Social Media and Digital Marketing

Make the most of sites such as LinkedIn, Facebook, IGO people and Twitter. Learn how to create online profiles for you and your business and connect with existing and potential customers.

Date: Tuesday 9th March, 2010

9.00am – 4.00pm

Cost: €50 (including lunch)

Search Engine Optimisation

Search Engine Optimisation is a fundamental part of an **online internet marketing strategy**. Search engine placement and keyword-related advertising can make up 80 to 90% of traffic. This highly intensive 1-day programme ensures you have the key skills to generate profit and increase sales through an effective SEO campaign.

Date: Tuesday 16th March, 2010

9.00am – 4.00pm

Cost: €50 (including lunch)

E-Bay – An Alternative Channel to Boost Your Sales

2-DAY WORKSHOP

This 2-day session will equip participants with sufficient knowledge to set up an online eBay Shop, start using advanced seller tools (such as TurboLister), develop a marketing strategy and begin selling internationally. Learn how to manage your eBay Shop and maximise your sales.

Date: Day 1: Wednesday 10th March 2010

Day 2: Wednesday 14th April, 2010

9.00am – 4.00pm

Cost: €100 (including lunch)

Date: Day 1: Wednesday 9th June 2010

Day 2: Wednesday 7th July, 2010

9.00am – 4.00pm

Cost: €100 (including lunch)

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Creativity and Innovation for Business Growth

Looking for new ideas? Looking for inspiration? Looking for a new way of thinking? Ideas without action eventually become "ideals", however using the creative process to turn ideas into action leads to the generation of new and original concepts.

Date: Wednesday 7th April, 2010 9.00am – 4.00pm *Cost:* €50 (including lunch)

Consultative Selling -

Learn The Art of Selling and Negotiating so you can Build Sales and Reduce Overheads

3-DAY WORKSHOP

This 3-day highly intensive and interactive sales programme aims to provide participants with the necessary skills to enhance their personal selling skills and increase the rate of success during the sales process.

It will assist learners to set realistic sales objectives and plans; acquire the ability to open and close a sales call effectively; understand how to uncover and deal with customer objectives; learn how to clinch every sale; learn how to sell through "provocative selling" and much more!

Date: Day 1: Thursday 15th April, 2010
Day 2: Thursday 22nd April, 2010 9.00am – 4.00pm *Cost:* €150 (including lunch)
Day 3: Thursday 29th April, 2010

E-Commerce - Online Marketing for Success

8-WEEK PROGRAMME

Designed for owners of existing small businesses as well as individuals who are looking to start a new business. Through each of the 8 modules, participants will be guided on how best to develop and execute an online and web marketing strategy that meets the needs of their business. The course is delivered by industry experts and experienced online marketing practitioners.

Programme 1 commences: Monday 15th February, 2010
Programme 2 commences: Wednesday 24th March, 2010 *Cost:* €200 (including refreshments)
One evening a week for 8 weeks - 6.30pm - 9.30pm.

For further information or to book online visit

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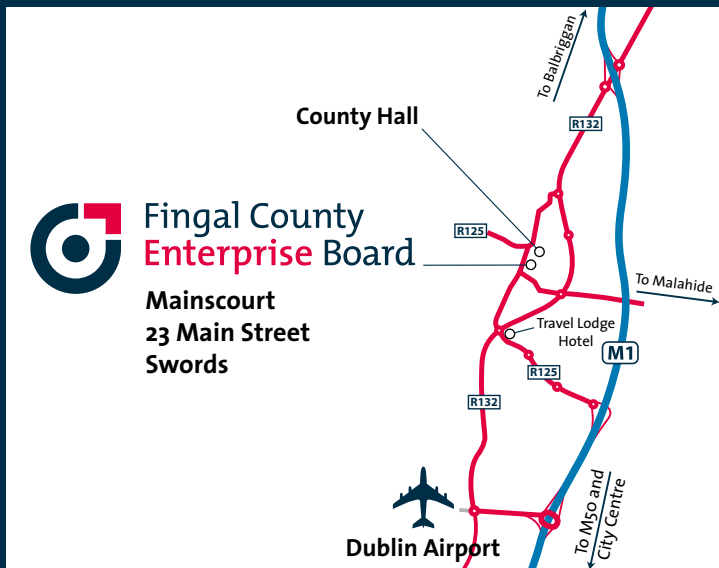


Why do Management Development Training?

- Practical tips and techniques to apply to your own business
- Comply with legal requirements
- Interactive learning, sharing experiences and networking opportunities with other small businesses
- Great value for professional training, geared to the needs of small business owner/managers

Venue

Fingal County Enterprise Board, Mainscourt, 23 Main Street, Swords, Co. Dublin.



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