



Spring/Summer 2012 Programmes



Limerick City
Enterprise Board



Staff at Limerick City Enterprise Board

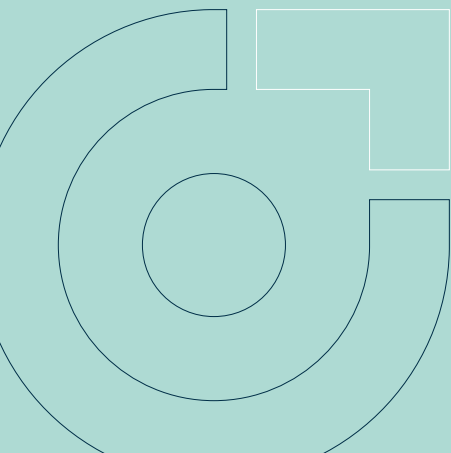
Business Advisor Burga Fullam, Office Manager, Chris Clancy, CEO Eamon Ryan
& Assistant CEO Bernie Moloney.

Limerick City Enterprise Board

Supporting Small Business in Limerick City with assistance and resource in key business areas:

- Small Business Start ups & Growing Businesses
- Finance to get you started... Priming Grants
- Finance to grow your business... Business Expansion Grants
- Finance for research ...Feasibility Study Grants
- Training and Development Programmes... Courses, Seminars, Workshops
- Technical Assistance...e-Business & Marketing Grants
- One to one ... Business Clinics, Mentoring
- Networking Events

**For further details of our programme
please see www.limceb.ie**



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START YOUR OWN BUSINESS

Working Together - Supporting Start Ups in Limerick City



Limerick City Enterprise Board & PAUL Partnership has a long and fruitful partnership in assisting small business start ups in Limerick City. Working with clients who have often been referred by the Department of Social Protection the agencies have developed a number of initiatives to assist those interested in starting a business to acquire and develop the key skills essential for starting a successful sustainable business.



The PAUL Team - Ann Marie Gleeson, Carmel Boland, Elaine McGrath, Jane O'Mahony

Networking Resource for Your Business

Aim: To provide those interested in starting their own business or those in the early startup stages an opportunity to connect with new people, exchange ideas and make new business contacts.

Objective:

- To access a small business start up network
- Listen to experienced presenters
- Network with like minded people
- Develop business networking skills

Contents: Varied presentations and presenters

Date: 1st Friday monthly: February 3rd, March 2nd, April 13th, May 4th, June 1st

Time: 10.00am - 12.00pm

Venue: Limerick Youth Service Board Room, (Lower Glentworth Street)

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Various

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Back to Work Enterprise Allowance (BTWEA) Information Session

Aim: The Back to Work Enterprise Allowance (BTWEA) scheme encourages people availing of certain social welfare payments to become self-employed. This information session ensures participants are clear how BTWEA works.

Objective: To ensure participants understand how to avail of BTWEA.

Contents:

- What is BTWEA and qualifying criteria?
- Application Procedure
- Registering with Revenue Commissioners
- Completion of BTW2 Form
- Completion of Business Plan
- Enterprise Training & Network

Date: First & third Tuesday of every month. February 7th & 21st, March 6th & 20th, April 3rd & 17th, May 1st & 15th, June 5th & 19th

Time: 12.30pm - 1.30pm

Venue: LES - Unit 2, Tait Business Centre, Dominic St

Cost: No Charge Prior Booking Essential - Places Limited

Facilitators: Carmel Boland, Ann Marie Gleeson PAUL Partnership

For further information or booking contact: Ann Marie or Carmel at 061-419388 or email: cboland@paulpartnership.ie amgleeson@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Business Planning Workshop

Aim: One day interactive workshop focusing on how the business plan relates to the business start up.

Objective: To understand the process of writing a business plan.

Contents:

- The key elements of the business plan. (Including Case Studies)
- How to construct a Cash Flow Projection, Budget and Projected Profit & Loss Account
- Explore costing & pricing issues

Date: 1st Wednesday monthly: February 1st, Mar 7th, April 4th, May 2nd, June 6th

Time: 10.00am - 4.00pm

Venue: LES Jobs Club, Unit 4 Tait Business Centre, Dominic St, Limerick

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Paul Partnership & Limerick City Enterprise Board

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Start Your Own Business Courses

Bookings & further information: Contact Assistant on 061-312-611 or email assistant@limceb.ie

Full details can be viewed at www.limceb.ie

Start Your Own Business Course

Aim: This 6 week practical course explores issues relevant to start ups. Designed for those with a specific business idea in mind, either just started or about to start their own business.

Objective: Over six sessions, each participant will explore their own business idea using a structured business planning framework.

Contents:

- **Workshop 1** Key success factors for Start Ups
- **Workshop 2** Preparing a business plan
- **Workshop 3** Researching the Market
- **Workshop 4** Marketing & Guest Speakers
- **Workshop 5** Legal & Taxation Issues
- **Workshop 6** Financial Issues, Funding, Bookkeeping

Date: **Course 1** February 20th **Course 2** May 14th
Time: 7.00pm - 10.00pm
Venue: Absolute Hotel, Limerick
Cost: €80 waged • €40 unemployed
NB this course is highly subsidised full cost per participant is €400
Trainer: Varied

Start Your Own Food Business (NEW)

Aim: This practical seminar explores issues relevant to food business start ups.

Contents:

- Food ideas vs opportunities
- Recent trends
- Marketing & selling speciality food products
- Artisan foods - the way forward
- Selling through farmers markets
- What next - market & business planning

Date: Wednesday 28th March **Time:** 7.00pm - 10.00pm
Venue: Absolute Hotel, Limerick **Cost:** No charge
Trainer: Peter Madden

Mompreneurs (NEW)

Aim: 1 day programme introducing Moms to key business concepts in this emerging sector.

Target Audience: for all moms (new/ empty nest/ moms to be) with a desire to find a career to fit their lives as Mothers and Entrepreneurs.

Contents:

- Hot business trends for women
- Mompreneurs to emulate
- Mompreneurs time savers
- Launching your mompreneur business

Date: Thursday April 26th **Time:** 10.00am - 5.00pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €25 NB this course is highly subsidised full cost per participant is €100
Trainer: Encore



Finding New Business Ideas

Aim: To explore the skills required to identify new business ideas.

Objectives: Understand how to search for and identify new business opportunities, explore how to generate and expand ideas.

Contents:

- Finding business ideas
- What could I do?
- Exploring ideas
- Next steps

Date: **Course 1** Wednesday 25th April
Course 2 Wednesday 13th June
Time: **Course 1** 9:30am - 12.00 noon
Course 2 2.30pm - 5.00pm
Cost: No Charge Prior Booking Essential - Places Limited
Venue: Maldron Hotel, Roxboro
Trainer: Kieran Hanrahan

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Investigating a New Business Idea

Aim: To provide participants with the tools required to take a brand new idea through various investigative stage of research to commercialising the idea.

Objectives: To enable participants to carry out rigorous feasibility study on their new product or service idea within 6 months of completing the programme.

Contents:

- Writing a business feasibility study
- Developing the Product or Service
- Consumer & Market Research
- Creating Naming & Growing the Brand
- Intellectual Property & Domain Name Protection

Date: **Course 1** Tuesday 13th March
Course 2 Tuesday 29th May

Time: 10.00am - 2.00pm

Venue: Absolute Hotel , Limerick

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Yvonne Scully, Yvonne Scully & Associates

Bookings & further information: Contact Assistant on 061-312-611 or email assistant@limceb.ie

Full details can be viewed at www.limceb.ie

Costing & Pricing Workshop

Aim: To ensure participants understand the principles of costing & pricing their product /service.

Objective: To understand how costing and pricing decisions impact on business performance.

Contents:

- Gross margin and profitability
- The “working year”
- Costs v profits
- Link between pricing and business viability

Date: **Course 1** Monday 27th February

Course 2 Wednesday 18th April

Time: **Course 1** 10.00am - 12.00pm

Course 2 6.00pm - 8.00pm

Venue: Assist Training, 24/25 Barrington Street, Limerick

Cost: €10

Trainer: O'Donnell + Co Chartered Accountants

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Doing Market Research

Aim: This course aims to give participants a better understanding of what is involved in market research.

Objective: At the end of the course participants will have an understanding of market research and be able to choose and apply market research techniques suitable to their business/ business idea.

Contents:

- Introduction to Market Research
- Market Research techniques
- How to use the data
- Writing a research plan

Date: **Course 1** Friday 10th February

Course 2 Friday 20th April

Time: 10.00am - 4.00pm

Venue: Maldron Hotel Roxboro, Limerick.

Cost: €20

Trainer: Gillian Horan, Business Consult

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Bookkeeping Basics for a Small Business Start up.

Aim: Practical 5 week course that ensures participants are familiar with the books they need to maintain to meet Revenue requirements.

Objective: By the end of this programme participants will know how to maintain basic books and records.

Contents:

- Accounting terminology
- Recording business transactions
- Bank reconciliation
- VAT/ PAYE & Revenue compliance obligations

Date: **Course 1** Tuesday 21st February (5 Tuesdays)

Course 2 Tuesday 15th May (5 Tuesdays)

Time: **Course 1** 6.00pm - 9.00pm

Course 2 2.00pm - 5.00pm

Venue: Strand Hotel Ennis Rd., Limerick

Cost: €25 NB this course is highly subsidised full cost per participant is €300

Trainer: O'Donnell + Co Chartered Accountants

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Understanding Your Finances

Aim: To provide participants with an understanding of basic financial management.

Objective: To create an awareness and understanding of financial information contained in the financial statements, to demonstrate how to prepare a budget and use it to monitor actual performance.

Contents:

- Terminology applied to understanding accounts and their relationship with your business
- Reading and understanding a P&L; Balance Sheet and Cash Flow
- How to budget
- Variance analysis - how to compare actual to budget

Date: **Course 1** Thursday 29th March

Course 2 Thursday 21st June

Time: **Course 1** 10.00pm - 1.00pm

Course 2 2.00pm - 5.00pm

Venue: Maldron Hotel, Limerick

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: O'Donnell + Co Chartered Accountants

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Basic Marketing Principles

Aim: This 6 week course aims to give participants an insight into the elements of marketing.

Objective: To introduce the principles of marketing and help you to apply and implement effective marketing strategies in your business.

Contents:

- Marketing principles and terminology
- Market Research
- Defining your business, market segmentation and competitor analysis
- Planning and implementing an affordable marketing campaign
- Web based Marketing and Media
- The 7 'P's (Product/Price/Place/Promotion/People/Physical Environment/Process)

Date: Wednesday 29th February

Time: 10.00am - 1.00pm

Venue: Maldron Hotel, Roxboro, Limerick

Cost: €50 employed €25 unwaged
NB this course is highly subsidised full cost per participant is €400

Trainer: Smart Marketing

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Computerised Bookkeeping Basics using Microsoft Excel

Aim: To demonstrate how to keep your accounts using Excel.

Objective: By the end of the workshop you will understand how to keep your books of account to meet with the requirements of Revenue Commissioners and also as a source of information for yourself.

Contents:

- Accounting Terminology
- Basic template and worksheets
- Using Excel

User Level: Basic level of excel is all that is required in relation to IT competence.

Date: **Course 1** Tuesday 27th March

Course 2 Wednesday 6th June

Time: **Course 1** 10.00am - 1.00pm

Course 2 2.00pm - 5.00pm

Venue: Southill House Roxboro

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: PAUL Partnership mentor

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Marketing Workshop

Aim: To facilitate owner/managers in understanding their customer and market their products effectively.

Objective: To understand the importance and use of marketing in small firms.

Content

- Understanding what marketing is all about
- How relevant is marketing to you?
- Identifying market segments and understanding the marketing environment
- Product / Service Differentiation and your market
- Competitive advantage and customer loyalty
- Affordable marketing campaigns

Date: **Course 1** Friday 23rd March

Course 2 Friday 18th May

Time: 10.00am - 4.00pm

Venue: Maldron Hotel Limerick

Cost: €20
NB this course is highly subsidised full cost per participant is €80

Trainer: Gillian Horan, Business Consult

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Selling & Sales

Aim: To ensure participants understand the sales process and develop a sales sequence.

Objective:

- To provide participants with an understanding of the sales process
- To provide participants with a knowledge of the communication skills, attitude and behaviours needed at each stage of the process
- To provide participants with practical selling skills and techniques

Contents:

- The 5 key sales factors
- Developing a sales sequence
- Telephone techniques
- Presenting your products and services
- Overcoming objections
- Closing sales

Date: **Course 1** Wednesday 22nd February

Course 2 Wednesday 23rd May

Time: 10.00am - 4.00pm

Venue: Maldron Hotel, Roxboro

Cost: €20

NB this course is highly subsidised full cost per participant is €80

Trainer: Terry Harmer, NLC Training

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Business Presentation Skills

Aim: To review personal presentation skills.

Objective: To explore techniques to use in presenting yourself in today's business world.

Contents:

- The go second introduction
- Verbal and non verbal Communication
- Creating a professional image
- Importance of first impressions
- Preparation for business interviews/presentations
- How to get your point across in a professional manner

Date: **Course 1** Thursday 9th February

Course 2 Thursday 10th May

Time: **Course 1** 10.00am - 12.30pm

Course 2 2.00pm - 4.30pm

Venue: Maldron Hotel, Roxboro

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Caroline Kennedy

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Business Communication Skills

Aim: To explore the use of improvisation in business communication.

Objective: To explore 3 ways improvisation enhances business communication.

Content:

- Principles of improvisation and how they apply to business
- Positivity - the key to successful business
- Exercises in creativity
- How to use this tool practically at work

Date: **Course 1** Wednesday 7th March

Course 2 Wednesday 30th May

Time: **Course 1** 10.00am - 1.00pm

Course 2 2.00pm - 5.00pm

Venue: Maldron Hotel, Limerick

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Tracy Aspel

Bookings & further information: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Effective Business Writing Workshop

Aim: To explore the principles and the processes of effective and efficient writing for business.

Objective: To develop good business writing skills.

Contents:

- How to write good business letters and e-mails
- How to write clearly and concisely
- Varied approaches and formats
- Structure and relevance
- Style, tone and language

Date: **Course 1** Thursday 8th March

Course 2 Tuesday 19th June

Time : **Course 1** 10.00am - 1.00pm

Course 2 2.00pm - 5.00pm

Venue: Maldron Hotel, Limerick

Cost: No Charge Prior Booking Essential - Places Limited

Trainer: Mary Enright

Booking: Jane O'Mahony, PAUL Partnership 061 419388 or email jomahony@paulpartnership.ie

Full details can be viewed at www.paulpartnership.ie

Google Initiatives - Getting Irish Business Online

Aim: To introduce attendees to the Getting Irish Business On Line Initiative.

Objective: To set up a basic web site using the Google tools.

Content:

- Introduction to the tool
- Getting Started
- Up and running

Date: **Course 1:** Thursday 22nd March

Course 2: Thursday 17th May

Time: 2.00pm - 5.00pm

Venue: Pery Square Business College, 4 Pery Square, Limerick

Cost: €25

Trainer: Bridgewater Management

Bookings & further information: assistant@limceb.ie

Full details can be viewed at www.limceb.ie

Facebook for Business

Aims: To explore how Facebook works and how it can be used to market your business.

Objectives: To understanding how to use Facebook for Business.

Content:

- How to set up a Facebook account
- How individual profiles work
- How to set up a business page
- What pitfalls to avoid

Date: Thursday 1st March

Time: 2.00pm - 5.00pm

Venue: Pery Square Business College, 4 Pery Square, Limerick

Cost: €25

Trainer: Touch Communication

Bookings & further information: assistant@limceb.ie

Full details can be viewed at www.limceb.ie

LinkedIn

Aims: To explore how LinkedIn can be used to market your business.

Objectives: To develop an action plan for using LinkedIn as a lead generation and marketing tool.

Content:

- What LinkedIn Is...and what it isn't
- A marketing framework for LinkedIn
- How to set up your profile correctly
- Strategies to increase your network size
- How to increase awareness of your brand and website traffic
- How to generate leads

User Level: You currently use LinkedIn - you have an account

Date: Thursday 7th June

Time: 1.30pm - 5.00pm

Venue: Pery Square Business College, 4 Pery Square, Limerick

Cost: €25

Trainer: Evan Mangan The Marketing Crowd

Bookings & further information: assistant@limceb.ie

Full details can be viewed at www.limceb.ie

Selling Online

Aims: To provides attendees with an overview of web presence - from the fundamentals of basic HTML web pages - to integration with existing IT systems using web server technologies.

Objectives:

This course will cover aspects of building an e-Commerce site and selling on line.

Contents:

- Make money on net
- E-Commerce solutions
- What Is a merchant account
- Shopping cart or e-commerce storefront
- Dealing with 3rd parties
- Revenue Generation
- Common Errors Of E-Commerce

Date: Thursday 28th June

Time: 10.00pm - 5.00pm

Venue: Pery Square Business College, 4 Pery Square, Limerick

Cost: €40

Trainer: Alan O'Meara Almedia

User Level: You have a website for your business and you are very comfortable browsing the web. Not suitable for internet newbies.

Bookings & further information: assistant@limceb.ie

Full details can be viewed at www.limceb.ie

Online Marketing & Social Media Courses

Bookings & further information: Contact Assistant on 061-312-611 or email assistant@limceb.ie Full details can be viewed at www.limceb.ie

Course 1 - Beginners

Aimed at: Small business owners/managers who have basic understanding of the World Wide Web, can operate a laptop and have responsibility for their web presence and on line marketing.

Objectives: To provide an in-depth insight into the latest innovations in online marketing and social media.

Content:

The programme will focus on the key forms of social media to include Search optimisation and website structure, Linked-in, Facebook, Targeted advertising etc over an 8 week period.

Date: February 28th to May 1st
Time: 9.30am - 12.30pm
Venue: Absolute Hotel, Sir Harry's Mall, Limerick
Cost: €100
Trainer: Damien Mulley, Mulley Communications

Course 2 - Intermediate

Aimed at: Small business owners/managers who already working the company web site, know a little about search engine optimisation and are using Facebook and Twitter.

Objectives: To provide an in-depth insight into the latest innovations in online marketing and social media.

Content:

The programme will focus on the key forms of social media to include Search optimisation and website structure, Linked-in, Facebook (adv) Twitter (Adv), Targeted advertising etc over a 9 week period.

Date: February 29th - May 2nd
Time: 9.30am - 5.00pm
Venue: Absolute Hotel, Sir Harry's Mall, Limerick
Cost: €100
Trainer: Damien Mulley, Mulley Communications

Blogging For Your Business

Aims: To explore how blogging can be used to market your business.

Objectives: To develop an action plan for using blogging as a lead generation and marketing tool.

Content:

- What is blogging
- Optimising your blog
- Blog hosting
- Inserting links, images and videos
- Business blogging
- Content of your blog
- How to promote your blog and posts

Date: Thursday 24th May
Time: 1.30pm - 5.00pm
Venue: Pery Square Business College, 4 Pery Square, Limerick
Cost: €25
Trainer: Touch Communication

Online Marketing Using e-Bay Courses

Using e-Bay in your Business - Level 1

Aims: This course will equip participants who have never sold on eBay.ie before with the knowledge required to list their first item for sale.

Objectives: Participants will leave feeling fully confident that they can start selling their products or services on eBay.ie.

Contents Introduction:

- eCommerce in Ireland and Global growth stats
- Understanding the importance of an eCommerce multi-channel strategy for your Company
- Examples of Irish & global brands using a multi-channel approach to successful selling online
- How eBay works/ how feedback works
- How to search, bid, buy & pay (PayPal)
- Registering as a seller
- Photos & descriptions

Date: Thursday 19th April
Time: 9.30am - 5.00pm
Venue: The Savoy Hotel, Henry Street, Limerick
Trainer: Encore
Cost: €40

Advanced Selling on e-Bay - Level 2

Aims: This 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.

Objectives: To introduce participants to eBay Shops how to open a shop, the importance of key word optimisation and advanced eBay shop tools such as Turbo Lister.

Content:

- eCommerce in Ireland
- Understanding eBay shops
- Basic, featured & anchor shops
- Quick shop set up
- Managing your shop
- Shop tools - Turbo Lister, selling manager and selling Manager Pro
- Key word optimisation
- 'Best Match' understanding how your products will be found on eBay
- Selling Internationally/ smart selling strategy

Date: Wednesday 23rd May
Time: 9.30am - 5.00pm
Venue: The Savoy Hotel, Henry Street, Limerick
Trainer: Encore
Cost: €40

SPRING/SUMMER PROGRAMME FOR ESTABLISHED BUSINESSES

Limerick Women in Business Network



Aimed at: Aimed at all women who own or run a small business in Limerick City & County.

Objectives: To enable Women in business to network and meet like-minded people as well as benefiting from the experience of various guest speakers. These events are run by the Limerick City and the Limerick County Enterprise Boards who support women in business in dealing with the often difficult challenges and issues facing many small businesses today.

With a variety of guest speakers and activities to run throughout the year, these events provide a great opportunity for women in Limerick to network and accelerate the growth of their businesses.

Full details can be viewed at www.limceb.ie

Workshops for Established Businesses

These workshops are particularly tailored to businesses that are operating in Limerick for a minimum of 18 months & ideally should be complemented with attending the relevant business clinic.

Increase Your Sales

Aimed At: This programme is ideally suited to people who require practical knowledge on how to create and develop a sales process and selling skills applicable to their business.

Objective: To ensure that participants leave this programme with the ability to create new prospects, present and close the sales to these prospects, overcome objections etc. The programme sets out to challenge conventional thinking and mindsets and to empower participants to develop a cost effective strategy for their business.

Date: Wednesday April 4th
Time; 9.30am - 4.30pm
Venue: Clarion Hotel, Limerick
Cost: €30
Trainer: Pearce Flannery, Pragmatica
www.pragmatica.ie

Bookings & further information: assistant@limceb.ie

Effective Marketing in 2012

Aimed At: Providing practical skills and knowledge to owner/managers with regard to marketing their business in 2012.

Objective: To guide participants to a better understanding of the purpose of marketing, to better understand their target audience, to create a simple marketing calendar and to better benefit from their location and the use of media and technology to support their business growth.

Date: Wednesday May 9th
Time: 9.30am - 4.30pm
Venue: Clarion Hotel, Limerick
Cost: €30
Trainer: Conor Kenny, Conor Kenny & Associates;
www.conorkennyassociates.ie

Bookings & further information: assistant@limceb.ie

Full details can be viewed at www.limceb.ie



Some participants at 2011 training programmes and Networking Events

Branding Your Business Basic

Aimed at: This programme is aimed at those who may not already have a specific business brand and/or those who wish to establish a stronger brand.

Objectives: The workshop will help participants understand what branding is all about and explain how relevant branding is to every individual business, identify how to develop a strong and consistent brand to ensure customer loyalty and further business opportunities.

Date: Thursday 29th March
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Gillian Horan, Business Consult
www.businessconsult.ie

Bookings & further information: assistant@limceb.ie

Effective PR Strategies for Small Businesses

Aimed At: Small Business owners/managers who need to develop a better understand of how to effectively use PR as a tool to grow their business.

Objective: To improve the participants' knowledge of how: - PR and the media work, to use PR tools, issuing Press Releases, dealing with the media and getting the right message out there.

Date: Thursday 29th March
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Niamh Quinn, Quinn Communications,
www.quinncommunications.ie

Bookings & further information: assistant@limceb.ie

Resilience in the Workplace

Aimed At: People in business who wish to improve their work performance, resilience and wellbeing.

Objective: This workshop is designed to give business owners the tools to discover what they can do to become less stressed, healthier & happier as it gives people the tools to improve their energy levels, manage stress, improve their work performance and business focus.

Date: Wednesday 21st March
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Therese Ryan, Renewal Consultants
www.renewalconsultants.com

Bookings & further information: assistant@limceb.ie

Time Management

Aimed at: People in business who wish to improve their work performance by managing their time more effectively.

Objective: This one day course will assist participants to review their working styles and assess where, how and what time management tools they can implement to sustain and improve their work output. The course will guide participants in planning ahead, prioritise working tasks, set timelines and to maintain a sustained work focus.

Date: Thursday 1st March
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Therese Ryan, Renewal Consultants
www.renewalconsultants.com

Bookings & further information: assistant@limceb.ie

Branding Your Business Advanced

Aimed at: Small business owners/managers who already have a business brand but wish to alter/ enhance/develop that brand to aim at different markets and achieve better results.

Objectives: The workshop will address the key issues of further developing that brand, re-enforce your understanding of what is involved in the concept of branding, demonstrate how to sharpen your brand in challenging times, improve customer loyalty & increase long term profits.

Date: Thursday 26th April
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Gillian Horan, Business Consult
www.businessconsult.ie

Bookings & further information: assistant@limceb.ie

Writing Winning Tenders

Aimed at: Small business owners/managers who wish to develop the ability to write effective tenders. This one day programme will support a sustainable and continually improving tender-writing capability within each business. This includes provision of an adaptable tender template so as to promote strong tender and proposal development.

Objectives: For participants to learn this core business skill which may be extremely important to the future success of your business. This course will help if you are already completing tenders but feel they are ineffective, or indeed if you are just starting to submit tenders for contracts etc. Ian McKay from Navigate Change Consultancy will provide you with the knowledge on how to develop persuasive written tenders and proposals.

Date: Thursday 17th May
Time: 9.30am - 4.30pm
Venue: Absolute Hotel, Limerick
Cost: €30
Trainer: Ian McKay, www.navigatechangeconsulting.com
Bookings & further information: assistant@limceb.ie

Developing a Business Strategy

Aimed At: Small business owners/managers who wish to develop a more strategic approach to running their business with the aim of improving the 'bottom line'.

Objectives: To provide practical skills for small business owners/manager to set goals successfully, to plan more effectively and strategically with the expectation of further growth in the business.

Date: Wednesday February 22nd
Time: 9.30am - 4.30pm
Venue: Limerick Strand Hotel, Ennis Road, Limerick
Cost: €30
Trainer: Pearce Flannery, Pragmatica
www.pragmatica.ie

Bookings & further information: assistant@limceb.ie

Raising & Managing Funds

Aimed At: To provide participants with the sources and tools to best manage existing funds and to raise external finance.

Objective: To give practical advise and guidance on; managing existing funds, sourcing new external funding, meeting and negotiating with potential lenders/investors and producing a targeted & professional application/plan.

Date: Tuesday April 17th
Time: 9.30am - 4.30pm
Venue: The Savoy Hotel, Henry Street, Limerick
Cost: €30
Trainer: Yvonne Scully; www.yvonnescully.com

Bookings & further information: assistant@limceb.ie



Yvonne Scully delivering a Workshop on 'Investigating Your Business Idea' in 2011

PLATO Mid-West

Aimed at: Owner Managers of Small and Medium Enterprises Facing the challenges of today's business world.

If you are looking for a network which will support your business and help develop you as an Owner Manager then why not consider joining PLATO now.

Plato Midwest offers a unique collaborative, confidential, peer to peer, development process that harnesses large business experience and support, which is locally based and focused on your particular aims combined with the full support of the Enterprise Boards in the region as well as training, consultancy and expert advice.

A new Plato Programme has kicked off this year and there are still a number of places available. The Advanced programme runs for 12 months and is suited for established businesses that are making a significant step in their activities.

Participants prepare an objective for themselves in terms of how they would primarily like to see Plato helping them. Whatever the objective is, if you would like to find out more and evaluate if this process can help you develop your business skills please contact Eoin at 086.3035664 or by email to eoin@platomidwest.ie. The programme is primarily designed for existing Irish companies at least 2 years in business from Small to Medium Enterprises.

Plato Mid West is an initiative funded by Limerick City, County Limerick and County Clare Enterprise Boards in association with IBEC, FAS, and the Limerick Chamber of Commerce.

If this interests you then come along to the Information evening

Where: The Radisson Blu Hotel, Ennis Road, Limerick
When: Thursday 9th February
Time: 6.00pm - 7.30pm

Further Details: Contact Eoin at 086 3035664 or email eoin@platomidwest.ie



Participants on the Online Marketing & Social Media Programme given by Damien Mulley in 2011

BUSINESS CLINICS

A series of Business Clinics will run here in our offices throughout the Spring/Summer 2012, where you can avail of a one-to-one meeting with a professional. If you own or run a small business these mentor clinics may help resolve issues you are currently encountering, act as a sounding board for new ideas or indeed coupled with the workshop in the same topic can compound the knowledge and skills being developed and help drive your business in a positive direction.

50 minute one-to-one sessions with mentor specialists in various business fields will run here in our offices as follows:

Date:	Business Mentor Clinic	Mentor
March 2nd	Strategic Planning	Pearce Flannery
March 6th	Business Exit Strategy	Theresa Mulvihill
March 16th	Time Management	Therese Ryan
March 30th	Resilience in Workplace	Therese Ryan
April 5th	PR for Small Business	Niamh Quinn
April 13th	Branding Level 1	Gillian Horan
April 20th	Sales	Pearce Flannery
April 27th	HR for Small Business	Nikki O Neill
May 4th	Branding Level 2	Gillian Horan
May 11th	Raising Finance	Yvonne Scully
May 18th	Writing Tenders	Ian McKay
May 25th	Marketing	Conor Kenny

Cost: €20 per session

Bookings to assistant@limceb.ie or tel 061 312611

Full details can be viewed at www.limceb.ie

Enterprise Education

Limerick City Enterprise Board supports Limerick city students develop entrepreneurial knowledge and helps fosters a culture of entrepreneurship within 2nd level schools in Limerick city. To this end we visit schools to deliver presentations, provide enterprise information through the delivery of specific seminars and involve many schools in the national programme for Student Enterprise.

This national 'Student Enterprise Awards' programme is aimed at all the Second level Schools and comprises Junior, Intermediate and Senior Categories. A national initiative organised by the County & City Enterprise Boards, the programme aims to foster an enterprise culture among second level students in Ireland.

Objectives: The programme offers students an opportunity to take a business from idea stage, develop the idea, do market research and take through to production, selling, record keeping, management and finally, to writing a comprehensive report on the activity.

The 2011/2012 competition for schools in Limerick City is currently underway. At the Limerick City Final in March a winner in each category will be selected and they will go forward to represent Limerick City at the National Final in April 2012.

For details on the 2011/2012 programme see www.studententerprise.ie



Limerick City Childcare Programme

Limerick City Enterprise Board supports the childcare provider owners and managers in Limerick by providing a Business Management Programme to suit their specific needs.

This programme will comprise of various modules to assist in the development of business skills of the participants. Such modules will include; the Role of the Owner/Manager, Understanding Finance, Marketing & Promotion, Staffing etc. Due to commence at City centre venue on March 14th, this programme will be co-ordinated by Limerick City Childcare.

Full details can be viewed at www.limceb.ie

Financial Assistance

For further details on financial assistance please check www.limceb.ie

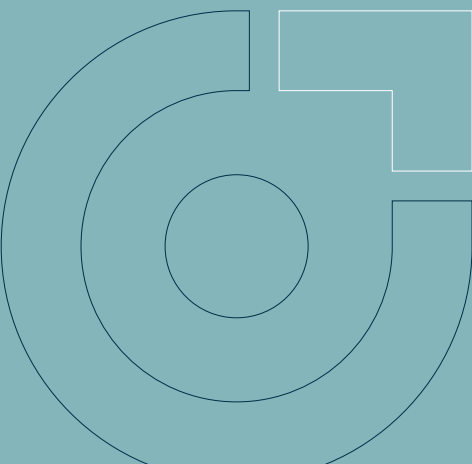
Financial Incentives & Grants

Grants may be available for sole traders, partnerships, community groups or limited companies that fulfil the following criteria:

- Located within the CEB's geographic area
- A business which on growth may or may not fit the Enterprise Ireland portfolio
- A business employing up to 10 employees
- A Manufacturing or Internationally traded services business
- A Domestically traded services business with the potential to trade internationally
- A Domestically traded services business being established by a female returning to the workforce or unemployed persons where the potential for deadweight and displacement does not exist

Qualifying Businesses and companies may apply for assistance under the following headings:

- **PRIMING GRANT** (Businesses less than 18 months)
 - Capital, Marketing, Rental, Utility, Business Consultancy, Business Specific Training
- **BUSINESS EXPANSION GRANT** (Business 18 months plus)
 - Capital, Marketing, Rental, Utility, Business Consultancy, Business Specific Training
- **FEASIBILITY STUDY GRANTS**
Feasibility Study/Business Plan grants up to 50% of the cost €20,000 Max
- **E-BUSINESS**
E-Business Grants of up to 50% of the cost or €750 whichever is the lesser
- **MARKETING**
Marketing initiatives grant up to 50% of cost or €750 whichever is the lesser
- **MENTOR PROGRAMME**
Provision of an expert Mentor to provide One to One support and advice in a specific area of business



Limerick City Enterprise Board
Michael Street, The Granary, Limerick
Tel: 061 312611 • Fax: 061 311889
Email: info@limceb.ie • www.limceb.ie



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
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INVESTING IN YOUR FUTURE