

Financial & Business Management Programme

Aimed at providing owner managers with the tools to interpret financial information in order to enhance the performance of their businesses and plan effectively.

Topics to include:

- Basic principles of accounting
- Principle concepts; profit & loss accounts, balance sheet, cash flows etc.
- Cash flow management, budgeting and controls
- Costing, pricing and break even analysis
- Working capital management
- Sources of finance and funding
- Key performance indicators to include setting goals and monitoring performance.

Workshops from
9:30am – 4:30pm

Thursday, 19th April

Thursday, 3rd May

Thursday, 17th May

Thursday, 31st May

Duration:

4 day workshops

3 on-site visits

€150

Effective Sales Techniques

Aimed at ensuring that participants understand the sales process and develop a sales sequence.

Topics to include:

- What makes people buy?
- Identifying sales leads.
- Preparing for sales conversations.
- Negotiations
- Monitoring sales process
- Closing sales

Workshops from
9:30am – 4:30pm

Thursday, 26th April

Duration:

1 day workshop

€50

Monaghan County Enterprise Board is a local enterprise advisory and support organisation. It is, in effect, a one-stop shop for those thinking of starting a business or a source of enterprise advice and support for existing small firms.

Contact Us:

Monaghan County Enterprise Board

Unit 9 M:TEK Building

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County Monaghan

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EUROPEAN REGIONAL
DEVELOPMENT FUND



Monaghan County
Enterprise Board

'Investing in Your Future'

Promoting Enterprise in County Monaghan

Training Course Schedule – Spring 2012



Monaghan County
Enterprise Board

Bord Fiontar
Contae Mhuineacháin

Training Schedule – Spring 2012

Start Your Own Business

Aimed at those preparing to set up or have recently set up in business.

Topics to be included:

- Legal aspects of starting a business
- Market Research
- Sales & Marketing,
- Financial Considerations
- Preparing a business plan.

Workshops from
6.30pm – 9.30pm

Programme 1:
Thurs. 26th January
Programme 2:
Tues. 28th February
In Castleblayney
Programme 3:
Wed. 18th April
In Carrickmacross
Duration:
6 evening workshops
€30
Free to those unemployed

Taxation & Financial Management for Small Businesses

Aimed at owner/managers of small businesses

Topics to be included:

- Tax registration & Compliance
- Revenue/VAT/PAYE/PRSI
- Income & Corporation Tax
- Self Assessment
- Effective financial management to avoid penalties and take advantage of tax planning opportunities.

Workshops from
6.30pm – 9.30pm

Weekly commencing
Tues. 21st February
Duration:
4 evening workshops
€50

Cash flow Management & Credit Control

Aimed at assisting businesses to develop an effective credit management system covering:

Topics to be covered:

- Collection of bad debts
- Dealing with non paying customers
- Handling new accounts
- Legal options and drafting credit application forms
- The impact of credit control systems on cash flow.

Workshops from
6.30pm – 9.30pm

2 consecutive weeks
commencing
Tues. 17th April
Duration:
2 evening workshops
€50

Computerised Accounts for Small Businesses

Aimed at those setting up a computerised accounts package.

Topics to be covered:

- Sales and purchase ledgers
- Bank Reconciliations
- Maintaining books
- Credit control
- VAT and reporting.

Workshops from
6.30pm – 9.30pm

Weekly commencing
Tues. 13th March
Duration:
3 evening workshops
2 on-site visits
€100

Advertising & P.R. for the Small Business

Aimed at giving practical insights into the preparation of different types of advertising or developing a P.R. campaign

Topics to include:

- Tips to get the right media coverage
- Developing a consistent message
- Identify how to measure results.

Workshop from
9.30am – 1.00pm

Thurs. 24th May
Duration:
1 half day workshop
€50

Social Media Marketing for the Small Business

Aimed at providing owner/managers with the tools to communicate effectively with their target audience.

Topics to include:

- Introduction to Social Media
- Blogs & Discussion groups, Facebook, Twitter etc
- Sales & Customer relationship development
- Content creation and what to avoid
- Legal & Ethical Issues

Workshops from
9.30am – 4.30pm

Thurs. 29th March
in Castleblayney
Duration:
1 day workshop
€50

Costing & Pricing

Aimed at providing owner managers with the different methods of calculation prices.

Topics to be included:

- Calculation of costs
- Costing Procedures
- Margins
- Relationship between costs and pricing.

Workshops from
9.30am – 4.30pm

Wed. 9th May
in Castleblayney
Duration:
1 day workshop
€50

Internet Marketing: How to promote your business online

Aimed at providing owner managers with the skills to use their website to market and promote the business.

Topics to be included:

- Selling on line
- Search engine optimisation
- How to get listed & pay per click
- Updating your website for search engines
- Submission techniques
- Analysis of website statistics

Workshops from
6.30pm – 9.30pm

4 consecutive weeks
commencing
Wed. 7th March
in Castleblayney
Duration:
4 evening workshops
€70

Marketing for the Small Business

Aimed at providing participants with the knowledge and skills to adopt an effective marketing strategy in the business.

Topics to be included:

- Market research
- Market segmentation
- Customer profiling
- Marketing strategy/plans
- Advertising/promotional materials.

Workshops from
6.30pm – 9.30pm

4 consecutive weeks
commencing
Tues. 17th April
Duration:
4 evening workshops
1 on-site visit
€70

How to submit a winning tender

Aimed at owner managers who want to enhance their skills in submitting tenders for work.

Topics to be included:

- Where to look for tenders in particular business areas
- How to get included on tender lists
- How to respond to tenders in such a way that participants are likely to win the contract

Workshops from
9.30am to 4.30pm

Thursday, 19th April
Duration:
1 day workshop
€30

P.T.O.

Please note that all training will take place at M:TEK Building, Armagh Road, Monaghan unless otherwise stated.

To register your interest or to book a place, please contact **Briege** or **Sinead** on **047 71818** or email **info@mceb.ie** Dates and times are subject to change.