

10.05am-11.05am Coffee/Tea Break

11.05-11.45am

**Module B – Use Social Networking
to Increase Sales**

Presenter – Edel Mee, Embrace IT

Social Networking is constantly in the news, but what is it and how can it be used in business? Social Networking Tools are free and can be used to increase brand awareness, build customer loyalty and grow sales. Social Networking isn't a one size fits all, some tools are more appropriate for particular brands than others. The workshop will outline the more popular tools and how they may be used to increase sales.

11.45am-12.25pm

Module C – E-Selling Legalities

**Presenter – Grainne Hassett,
Grainne M Hassett Solicitor**

Grainne will advise you on the legal issues on buying, selling and ordering on –line, the current e-commerce legal issues of which business owners need to be aware and how to protect you and your business interests from fraud in an internet environment

Cost

Chamber Members:
€25 per Workshop - €50 for the Course

Non-Chamber Members:
€50 per Workshop - €100 for the Course

*To book places on one, two or all three of the
Workshops please contact
Margaret Neylon at Ennis Chamber
on 065 684 2988 or info@ennischamber.ie*

*By inviting you to attend this course we have
made our commitment to you and your results
it is up to you now to make your commitment to
yourself and engage in the process.*

*How do you do this?
By booking this course and immersing yourself
in your plans for the future.*



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**Empowerment
Through
Change**

**BUSINESS COURSE
MAY 2010**

After a very successful first course in September 2009, Ennis Chamber is delighted to continue the Empowerment Through Change training. The objective of the training is to equip business people with the tools necessary to succeed in these challenging times. Through this course, participants will gain the knowledge required to safeguard and grow their business through uncharted waters.

Please note that this course's workshops may qualify for Continuous Professional Development (CPD) hours – please check with the regulations from the relevant institutional body



**Workshop 1 –
PROTECTING YOUR BUSINESS VALUE
Wednesday the 5th of May, 10am-12.30pm.**

**Registration 9.45am Ennis Business College,
West Gate Business Park, Kilrush Road, Ennis**

10.05am-10.45am

**Module A – Using Energy Management
to Improve Your Bottom Line**

Presenter – Vinnie Blake, National Energy Agency Clare

More and more businesses are making energy efficiency and alternative energy sources a key element of basic business management operations. Energy conservation does not mean compromising services or productivity to save energy in reality it is a method of maintaining the same standard of operation using less energy by using a systematic approach to energy management.

10.05am-11.05am Coffee/Tea Break

11.05-11.45am

**Module B – Insure Your Business Future
Presenter – Michael Farrell,
Munster Group Insurances and Financial**

Here the issue of why we need business insurance along with what type of cover various businesses require will be explained in this module.

It will also explore the sourcing methods for insurance along with the broker and company options.

11.45am-12.25pm

**Module C – Legalities of Claims
Presenter – Grainne Hassett,
Grainne M Hassett Solicitor**

Grainne will provide a brief and concise overview of what you need to know about protecting your cash-flow and effectively pursuing debts through the Courts, protecting your business interests from the threat of vexatious and costly legal claims and advice on how to quickly deal with any legal claim made against you or your business.



**Workshop 2 –
KNOWING YOUR CORPORATE
REGULATION REQUIREMENTS**

Wednesday the 12th of May, 10am-12.30pm.

**Registration 9.45am Ennis Business College, West Gate
Business Park, Kilrush Road, Ennis**

10.05am-10.45am

**Module A – The Requirements for Registering
and Maintaining Companies**

Presenter – Dolores Booth, Companies Registration Office

This module will give a brief overview of the different types of companies and the differences between Limited Companies and Business Names. The presentation will then go on to outline when and why forms should be filed with the CRO, how to electronically file with the CRO and what information is available from the CRO to assist businesses.

10.05am-11.05am Coffee/Tea Break

11.05am-11.45am

**Module B – Corporate Healthcheck: Company Law
Questions All Businesses Need To Answer**

**Presenter – Kevin Prendergast,
Office of the Director of Corporate Enforcement**

The workshop will take attendees through a list of questions that will allow them to address their company law obligations in an efficient and straightforward manner. Issues covered include registered office, emails and websites, accounts and audit, meetings, annual returns, as well as directors common law duties.

11.45am-12.25pm

**Module C – Revenue and ROS: Efficiencies to
Benefit Your Business**

**Presenters – Michael Butler, Clare Audit Team
and Ann Enright, Self Assessed Taxes Unit**

Here in this module businesses will have an opportunity to hear from a senior member of Revenue's Clare Audit Team on the areas of Electronic Record Keeping as well as an outline of Business Obligations and Revenue Requirements. There will also be a presentational overview of Revenue's On-Line Service (ROS) and the Advantages of e-Filing.

**Workshop 3 – MAXIMISING THE INTERNET
FOR YOUR BUSINESS**

Wednesday the 19th of May, 10am-12.30pm.

**Registration 9.45am Ennis Business College, West Gate
Business Park, Kilrush Road, Ennis**

10.05am-10.45am

**Module A – Web Marketing for Small Business
Presenter – Michael Byrne, Acton BV**

This session will provide an overview of what is possible for small businesses in web marketing. Participants will be provided with a simple framework to review their own website to establish if it is delivering the intended message. Google Adwords as a web marketing tool will also be introduced. The session will be presented by Michael Byrne of Acton|BV, an Ennis based internet consultancy and web development company.