

Request for Proposals for Short Programmes

Carlow County Council , Local Enterprise Office is currently seeking providers for its short courses for 2025/2026. Suppliers are invited to submit short proposals by Friday 24th January 2025 @ 12 noon. Submissions should be submitted to enterprise@carlowcoco.ie.

The following is the format required for each course proposed. Proposals should be no greater than two pages (Size 12 Font Arial)

Proposals will be utilized in the delivery of the 2025 & 2026 programme. In respect of the proposals the following **format must be used.**

Lot Number:

Name of Programme:

Name of Trainer

Contact Details:

Profile of Trainer

Proposed Course Content**

Previous Experience Summary

Full Cost for Short Programme:

****Please ensure you review the proposed content as outlined and if you wish you can deliver the programme as per the outline suggested.**

Lot 1: Canva Pro Design: Professional Graphic Design Techniques Made Simple

Lot 2: Digital Marketing Essentials: Building Your Online Presence

Lot 3: Effortless Tax Compliance: Completing Form 11 on ROS

Lot 4: Fundamentals in Business Finance Programme

Lot 5: Instagram Growth Hacks: Marketing Strategies for 2025

Lot 6: LinkedIn Mastery: Networking and Professional Growth Strategies

Lot 7: Mastering the Sales Funnel: Advanced Pipeline Management

Lot 8: Revolutionize Marketing Strategies with ChatGPT

Lot 9: Winning Procurement and Tendering Strategies

Lot 10: Open Submission

In respect of proposals they will be marked as follows. Price (40) / Previous Experience (20) / Content Proposed (40).

Queries in writing only to enterprise@carlowcoco.ie

Lot 1: Canva Pro Design: Professional Graphic Design Techniques Made Simple
Name of Programme: Elevate your brand with sleek, professional visuals using Canva's advanced features.

Duration: 1 Day

Course Description: Learn how to create beautiful, professional designs for your business with Canva Pro Design. This course is designed for business owners and entrepreneurs who want to elevate their brand through the perfect visuals. Discover how to use Canva tools and features to design eye-catching social media posts, presentations, and marketing materials that reflect your unique style and brand identity. With easy-to-follow tips and techniques, you will gain the confidence to create designs that make a lasting impact.

Topics:

- How to use Canva advanced tools to create polished, professional designs.
- Techniques for designing social media posts, presentations, marketing materials, and more.
- Ways to develop a cohesive brand identity with custom templates, fonts, and colour palettes.
- Time-saving tips to streamline your design process and maintain consistency.
- Strategies to make your visuals stand out and effectively communicate your brand's message.

Lot 2: Digital Marketing Essentials: Building Your Online Presence
Name of Programme: Foundational strategies for digital success in an increasingly connected world.

Duration: 1 Day

Course Description: Discover the essential strategies to establish and grow your online presence in today's digital world. Designed for business owners and their key staff, this course provides a clear roadmap to navigate the key areas of digital marketing, including social media, search engine optimisation (SEO), email marketing, and content creation. Learn how to connect with your target audience, increase brand visibility, and drive meaningful engagement across online platforms. Whether you are new to digital marketing or looking to refine your approach, this course offers practical tools to help your business thrive online.

Topics:

- The fundamentals of building a strong and consistent online presence.
- How to use social media effectively to engage your audience and grow your brand.
- The basics of SEO to improve your website's visibility on search engines.
- Techniques for creating impactful content and managing email marketing campaigns.
- Ways to measure and refine your digital marketing efforts for better results.

Perfect for business owners, this course equips you with the foundational skills to confidently navigate digital marketing and make your business stand out in a connected world.

Lot 3 - Effortless Tax Compliance: Completing Form 11 on ROS

Name of Programme: - Effortless Tax Compliance: Completing Form 11 on ROS

A direct session to simplify your annual tax return process using Revenue's Online Service.

Duration: ½ day

Course Description: This workshop will give attendees the tools to enable small business owners file an income tax return. Objective: This workshop will give attendees the tools to enable small business owners file an income tax return. Understand what forms need to be completed, key dates, what information is required, what records need to be kept.

Topics:

- Using Revenue On-line System (ROS) and Return Preparation Facility
 - Review of how tax is calculated – using case study and exercises.
 - Explanation of tax returns – Form 11, 46G and CT1
 - Tax dates- preliminary tax, tax returns
 - Completing Form 11 – Manual Sample/Case Study
 - Form eleven completion – Exercise
 - Explanation and walk through of ROS system.
 - Submitting returns online
 - Making payments online
 - Viewing details of payments made and returns made online.
 - Managing tax submissions and tax payments online
 - Using ROS apps to assist you with preparing returns and calculating your tax bill
- Examples to be shown with ample time for Q&A.

Lot 4 – Fundamentals in Business Finance Programme

Name of Programme: Fundamentals in Business Finance Programme

Duration: 4 Evening Sessions 7pm-9.30pm

Over 4 weeks this programme is designed to help participants to make the best use of financial information through accounting in managing their company's financial affairs. Participants will gain an insight into the financial tools used for day-to-day management of any company's finances and feel comfortable working with and understanding this information. These skills will enhance their ability to make decisions and to control operations more effectively.

Course Description: By learning the fundamentals of small business finance, participants will be able to apply their knowledge in a practical way to their business. In the technological environment we live in, learners will also be more confident using financial software and apps as a way of streamlining the financial function as they will have a strong grasp of the basic accountancy practices which drive these apps and software packages.

Topics:

- Understand financial terminology.
- Have a clearer understanding of financial statements.
- Interpret financial reports and accounts correctly.
- Develop and create in line appropriate budgets.
- Use accounts and management information systems to better manage operations.
- Fundamentals of management accounting
- Analysing the Balance Sheet
- Financial dashboard
- Effective financial forecasting

Lot 5 - Instagram Growth Hacks: Marketing Strategies for 2025

Name of Programme - Instagram Growth Hacks: Marketing Strategies for 2025

Duration: 1 Day

Course Description: Explore practical and creative ways to grow your Instagram presence in 2025. This course will guide you through practical strategies and tools to expand your audience, boost engagement, and stay current with the latest trends. From creating eye-catching content and refining your profile to understanding Instagram's features like Reels, Stories, and Ads, you will learn how to make the most of the platform. This course is ideal for business owners, managers, and key team members looking to confidently navigate Instagram and make it a valuable part of their marketing strategy. This course provides simple, actionable steps to help you connect with your audience and reach your goals.

Topics

- Key Instagram trends and tools to grow your business in 2025.
- How to create content that highlights your brand and attracts followers.
- Strategies to engage your audience and build meaningful relationships.
- Tips for leveraging Instagram features like Reels, Stories, and Ads.
- Ways to increase visibility, grow your following, and drive results.

Lot 6: LinkedIn Mastery: Networking and Professional Growth Strategies

Name of Programme: LinkedIn Mastery: Networking and Professional Growth Strategies

Duration: 1 Day

Course Description: Unlock the full potential of LinkedIn to grow your business, build valuable connections, and achieve your professional goals. This course is designed specifically for business owners and key staff who want to leverage LinkedIn to expand their network, enhance their brand presence, and attract new opportunities. Learn how to optimise your profile to stand out, create content that resonates with your audience, and use LinkedIn's advanced tools to showcase your expertise and grow your business. Discover actionable strategies to position yourself as a thought leader and create relationships that drive success.

Topics:

- How to create a professional LinkedIn profile that highlights your business and expertise.
- Proven strategies to grow your network and connect with industry leaders and potential clients.
- Techniques for posting content that boosts visibility and positions your business as an authority.
- Insights into using LinkedIn for lead generation, partnerships, and brand building.
- Best practices for engaging authentically with your audience to build trust and credibility.

This course is tailored for business owners who want to make LinkedIn a key part of their growth strategy and see measurable results from their efforts.

Lot 7: Mastering the Sales Funnel: Advanced Pipeline Management

Name of Programme: : Mastering the Sales Funnel: Advanced Pipeline Management

Optimize your sales pipeline to improve conversion rates and close deals faster.

Duration: 1 Day

Course Description: This one-day course introduces essential skills for managing your sales pipeline to close more deals and streamline your process. You will learn how to define pipeline stages, qualify high-value leads, and use simple tracking tools. We will show you how to analyse data to find opportunities, clear bottlenecks, and improve results. By the end, you will have an actionable plan to take your pipeline to the next level.

Topics:

- **Pipeline Stages:** Understanding and defining each stage from lead generation to closing.
- **Lead Qualification:** Using frameworks to prioritise high-potential leads.
- **CRM and Tracking Tools:** Hands-on practice with CRM software for tracking and managing leads.
- **Pipeline Metrics and KPIs:** Key indicators to measure and optimize performance.
- **Forecasting and Planning:** Techniques for predicting sales and setting realistic goals.

This training combines practical exercises, examples, and tools that will leave you equipped with everything you need to manage a high-performing sales pipeline.

Lot 8: Revolutionize Marketing Strategies with ChatGPT

Name of Programme: Revolutionize Marketing Strategies with ChatGPT

Duration: 1 Day

Learn about ChatGPT at this short workshop, and how it is evolving. See how it can be an aid to content planning and development and understand the pros and cons of using AI to create content. Create the digital marketing plan for your small / micro business using ChatGPT.

Topics

- What is ChatGPT – what does it mean for the future of sales and marketing
- Using ChatGPT to assist with developing and rolling out your marketing strategy.
- Using ChatGPT for content planning and creation.
- Using ChatGPT to aid with your SEO.
- ChatGPT prompts: Use a range of ChatGPT prompts that have been created by the trainer for the participants to use during and take away after the training. A ChatGPT prompts eBook will be shared with the participants.
- Using ChatGPT for LinkedIn and other social media channels.
- Firsthand experience using ChatGPT (participants should have their free ChatGPT account created prior to the course <https://chat.openai.com/>)
- Key considerations when using ChatGPT.
- ChatGPT Pro: a walk through some of the new pro features like DALL·E 3, Data Analysis and Using Plugins.
- How to use the Canva Bulk Create feature to create posts in bulk using content planned in ChatGPT.
- Introduction to other AI tools for image and video creation and much more.
- Q & A throughout.

Lot 9: Winning Procurement and Tendering Strategies

Name of Programme: Winning Procurement and Tendering Strategies

Duration: 1 Day

Course Description: Gain the skills and knowledge to secure high-value contracts and grow your business through effective procurement and tendering. Designed for business owners, this course provides practical strategies to develop competitive bids, craft compelling proposals, and navigate the tendering process with confidence. Learn how to identify the right opportunities, understand buyer expectations, and build procurement plans that set your business apart. Whether you are new to tendering or looking to improve your success rate, this course will equip you with the tools to win contracts and drive growth.

Topics:

- How to identify and qualify procurement and tendering opportunities.
- Techniques for writing strong, persuasive bids that meet buyer requirements.
- Strategies to develop effective procurement plans aligned with your business goals.
- Insights into evaluating tender documents and addressing evaluation criteria.

Lot 10: Open Submission

Providers are invited to make submissions based on their own developed 1 or 2 day programmes in the format as outlined in the document.