



Local Enterprise Office  
MEATH



Discover how Local Enterprise Office Meath can help you upskill in the coming months

# TRAINING COURSES & BUSINESS SUPPORTS



# MAKING IT HAPPEN

**Local Enterprise Office Meath** exists to assist and support small, existing, sustainable, growth-orientated and start-up businesses who will then:

- 1. Create employment**
- 2. Expand**
- 3. Sustain existing jobs**

The Local Enterprise Office (LEO) Meath was established with the goal of assisting enterprise development in the county through the creation of an enterprise culture, the provision of advice and support and the granting of financial aid. LEO Meath can assist in the establishment and growth of eligible new and existing small businesses in County Meath.

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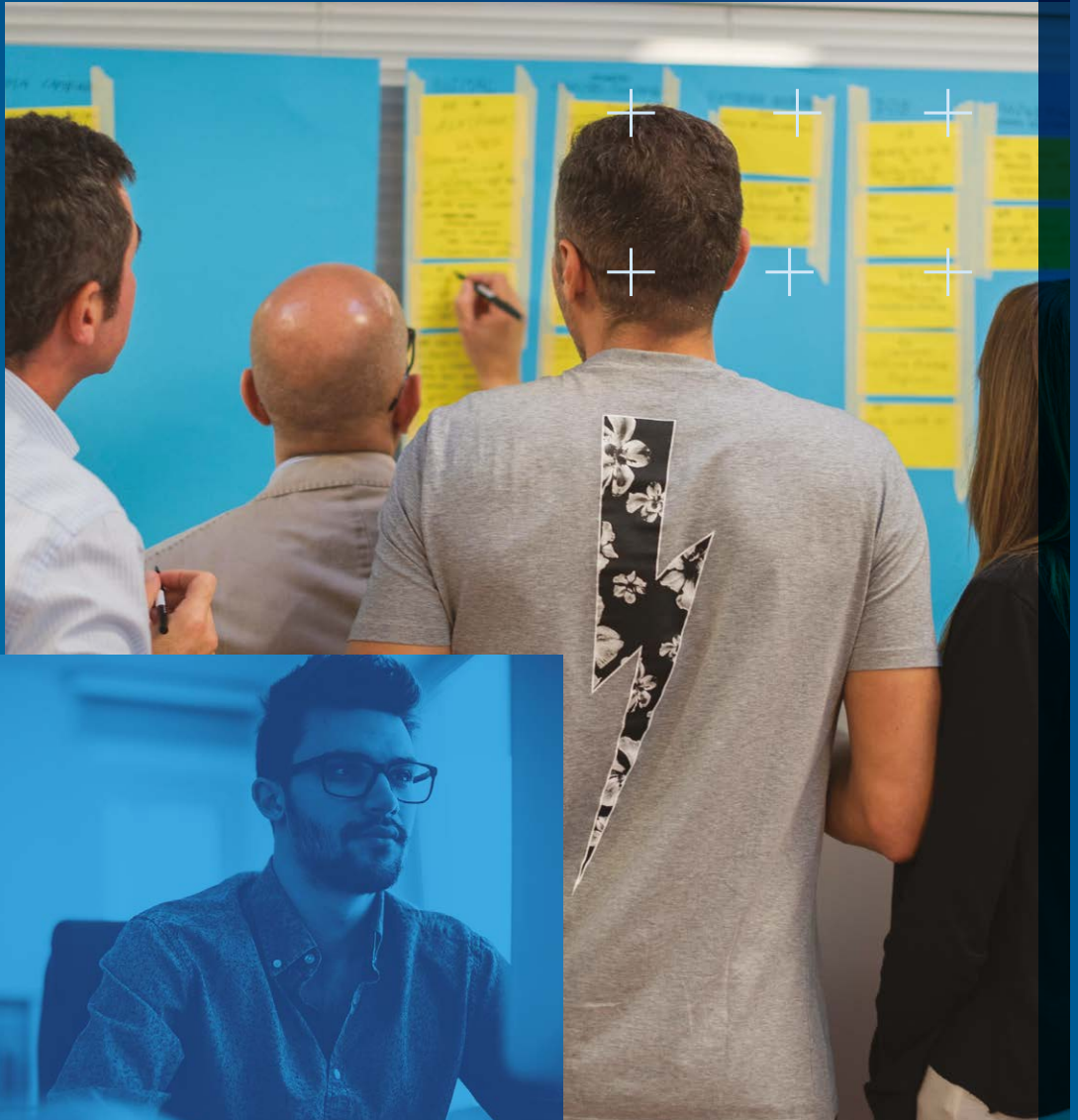
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# BUSINESS SUPPORTS

## Business Advice Clinic

Business Advice Clinic is a service where you can share your business ideas with one of the Local Enterprise Office business advisers before making a firm commitment to setting up the business.

A business proposition form needs to be completed in advance of scheduling a meeting. Our Business Advisor can also provide you with relevant information on the type of supports that may be available to you as an aspiring or existing business owner. Only applicants based in County Meath are eligible for a one to one business advice clinic.

## Define Your Business Idea

### 3.5 hour workshop

This workshop will provide participants with necessary tools to research and analyse their idea and evaluate their suitability to becoming self-employed, using the **Lean Canvas** Startup methodology.

The course is aimed at individuals with a business idea wishing to start their own business or exploring the possibility of becoming self-employed for the first time. Focusing on the customer rather than the product or service helps would-be entrepreneurs to create a sustainable business model.

## Grow Your Business Workshop

### 1 day In person Event

The programme is designed for business owner/managers who have a real desire to grow their business. It encompasses a mixture of strategic planning tools along with a focus on some of the common areas impeding growth on a day-to-day basis. This workshop will be a one day in person event.

## Start Your Own Business Course

### 6 weeks \* 2hours per session

This course is aimed at those considering starting a new business or those who have been in business for less than eighteen months. The online SYOB course is run over 6 weeks with 2 live workshop sessions per week.

*Topics include:*

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**Week 1** - Getting Started / Where to Begin & Identifying, Understanding and Researching your Target Market

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**Week 2** - Tax, Law, Insurance & Financial Planning

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**Week 3** - Promotion of your Small Business & Sales, Customer Service

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**Week 4** - Basic Bookkeeping and Entrepreneurial Mind-set and Sources of Funding

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*\*to receive a certificate of completion you must attend 90% of modules.*

## Business Plan Workshop

### 1 day In person Event

This workshop will outline how to write a business plan to secure investment, apply for funding such as a bank loan or enterprise agency support in order to exploit an identified business opportunity.

The one day programme will be of benefit to both new and/or existing businesses wishing to introduce new products and business promoters who are actively planning to set up a new business to include those considering self-employment.

# FINANCE COURSES



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## Practical Guide to Income Tax

**DURATION:** 3 hours

**Aim:** This course aims to deal with all tax codes, address tax registrations, deductible expenses and some of the preparation for and completion of the annual tax return. This course will teach the basics of complying and planning for tax obligations for your business. Teaching the business owner, the basics of tax administration.

### Programme Content:

#### Covers:

- Key obligations to Revenue
- Registering with Revenue
- When to register for VAT and pros and cons of registering for VAT
- Deductible expenses
- Understanding how income tax is calculated
- Preparing for tax bill
- Tax dates, deadlines and when tax is due
- Contact numbers and revenue website
- Using ROS and registering an account
- Self Assessment system explained – income tax compliance obligations
- Difference between capital and revenue expenditure
- Capital allowances
- Illustration of how tax is calculated using practical case study
- Tax dates- preliminary tax, tax returns – Form 11

## Completing your Annual Tax Returns on ROS (Focus on Form 11)

**DURATION:** 3 hours

**Aim:** 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

- 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 11 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.



## Basic Bookkeeping Workshop

**DURATION:** 3 hours

**Aim:** The aim of the course is to give the participants confidence in working with their business's financial records and the knowledge needed to keep proper books of account. It also deals with Revenue obligations.

**Format:** 3 hour workshop with 1-1 follow up call – up to 3 hours online to set up bookkeeping system and /or deal with issues raised in group session for participants.

**Programme Objectives:**

**At the end of this course participants should be able to:**

- Keep appropriate records, know what to keep, how long to keep them & how to keep them organised
- Preparation of Daybooks (concentrating on simple Bank Book during session)
- Extracting key information for taxation and financial management purposes

**Outline Content**

- Self Assessment system explained – income tax compliance obligations
- Record keeping obligations – receipts, invoices etc
- Using technology to keep records, photos, apps etc
- Review deductible expenses
- Tax dates- preliminary tax, tax returns – Form 11
- Contact numbers
- Dealing with your Accountant
- Basic bookkeeping and accounts terminology explained
- Preparation of the following -
  - Concentrating on Daybooks and day to day bookkeeping
  - Practical application of Bank Receipts Book & Bank Payments Book (Bank Book)
  - Reconciling to bank statements
- Templates provided linking to profit and loss account on Excel
- Introduction to other daybooks
- Setting up Manual v. Excel v. Computerised Accounts packages as options
- Different types of accounting packages – pros, cons and costs
- Using Revenue On-line System(ROS)





## Access to Funding

**DURATION:** 1 hour

This session will focus on the range of financial supports available to micro enterprises, the eligibility criteria and how to apply. It will cover the different types of funding available (both grant aid and bank finance and non-traditional forms of finance, for the various stages in business development and which type is most appropriate for each stage.

## Financial Advice Clinics

A fantastic opportunity to review any part of your start-up or micro enterprise finances including bookkeeping, taxes, VAT, budgeting, cashflow, costing, pricing, annual tax returns, projections for grant and/or loan applications, understanding accounts, estimating breakeven. Relevant templates available.

## Payments Processing Options for Micro Enterprise

**DURATION:** One hour webinar

**Aim:** To provide participants with the knowledge to assess most efficient and effective way to get paid for their business

**Programme:**

- Overview of common options to get paid
- Tips to getting paid on time
- Online payment options
- Useful apps and software
- Linking your accounts system with payment processing options





# GREEN FOR BUSINESS

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As a business owner, you'll understand the growing importance of sustainability, both in business and in the world around us. What you may not understand are the significant benefits that it can have for your company, on everything from efficiencies to cost savings.

Green for Business is a FREE programme that helps small businesses take the first step towards becoming more sustainable, giving you access to a green consultant who'll show you the small changes that can have a big impact on your company - and the world around you.

*Developing a 'greener' policy can offer many benefits to your business, including:*

- Increased cost savings
- Improved resource efficiency (for example: using less energy, water, and materials)
- Reduced environmental footprint and greenhouse gas emissions
- Opportunities for higher and additional value on products and services
- Increased access to customers, improved corporate image and reputation.
- Increased resilience to climate change impacts

## Eligibility

- The programme is open to all enterprises with 1-50 employees except those involved in activities that the Local Enterprise Offices consider as ineligible for example primary agricultural businesses - farms or as involving an unacceptable reputational risk: gambling including 'gaming' (as defined in the Gaming and Lotteries Act 1956), adult entertainment, tobacco products and cannabis-based products which are not authorised as medicines.
- The enterprise must be established, registered and operate within the geographic location of the Local Enterprise Office.
- The enterprise must operate in the commercial sphere.
- Turnover is in excess of €30,000 annually.
- The business is trading in excess of 6 months.
- Companies forming part of a holding group, franchise, linked companies etc. are only permitted to make one application. Multiple applications will not be considered.

## How does Green For Business work?

There are two main steps.

### Step 1: Watch the Webinar

Learn everything you need to know about Green Business and Sustainability Supports offered by the LEO including Green for Business; Green Start and the Energy Efficiency Grant. Including a first-hand account of a business which has already implemented green initiatives and is enjoying the benefits.

<https://www.localenterprise.ie/Portal/Green/New-Green-Images/What-is-Green.html>

### Step 2: Apply for Green for Business

Apply for two days of mentoring with a specialist Green Consultant – this will include recommendations on specific changes which your business can implement. Your specific needs will be matched to the Green Consultant's area of expertise. Your Consultant will prepare a detailed Green for Micro Report on your business. Visit <https://leo.submit.com/show/25> to apply now.

### Already completed the Green for Business

And still require further support on your sustainability journey?

#### **You might be eligible for the Energy Efficiency Grant.**

The Energy Efficiency Grant supports the investment in technologies and equipment of enterprises following on from a Green for Business Report, GreenStart Report or a SEAI Energy Audit with 75% of eligible costs from a minimum grant of €750 to a maximum of €10,000. The aim of the scheme is to reduce the impact of enterprises on the environment thereby increasing the agility and resilience of these businesses, to operate in a sustainable manner. The support provided should be to support the recommendations of one of the above reports. Contact your LEO Office [localenterprise@meathcoco.ie](mailto:localenterprise@meathcoco.ie)





## What's it about?

LEAN is about being effective and efficient - doing things quicker, better, cheaper... together. LEAN strives to stamp out waste and to continually improve. LEAN requires that individuals, teams and the entire organisation remain continuously focused on the customer, adopting a practical approach to increasing value to the customer by the relentless elimination of every form of unnecessary waste.

LEAN is a way of thinking and acting that enables people to drive the organisation forward. It increases capability and capacity and is the catalyst for innovation. LEAN helps ensure flexibility, responsiveness, efficiency, innovation and by continuously listening to the customer allows companies to compete and win on merit.

Local Enterprise Office Meath recognises the importance of the development of management skills for people managing their own micro or small enterprises. We also recognise the very substantial improvements in productivity and profitability that can result from the application of LEAN principles in a business and aims to support managers in effectively embracing LEAN methodologies in their businesses.

### The LEO Lean for Micro business programme helps to:

- Identify issues and potential improvement areas;
- Provide support to implement change and
- Achieve savings and improvements in capability and capacity to deliver.

To find out more about eligibility criteria and how to apply for this programme, visit <https://www.localenterprise.ie/Meath/Financial-Supports/Lean-for-Business/>



# LEAN FOR BUSINESS

Today, more than ever, business owners and managers are using **LEAN tools and techniques** to address competitiveness issues within their business and build the capability of their people to identify issues and improve their operations.

# DIGITAL FOR BUSINESS

Digital for Business is an initiative from the Local Enterprise Office designed to give Local Enterprise Office clients a digital edge.



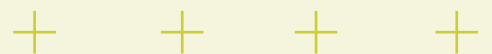
## Our expert digital consultants assist through:

- Analysis of existing digital systems in the business to identify potential gaps in meeting business needs.
- Exploration of opportunities to optimise existing systems and to integrate with new solutions to enhance business operations.
- Guidance on the implementation of new or enhanced digital solutions.

For full information on eligibility and to discover how Digital for Business can give your Business a Digital edge contact your [localenterprise@meathcoco.ie](mailto:localenterprise@meathcoco.ie) today

## It has helped businesses:

- Reduce stress in running their business.
- Improve business results.
- Eliminate paperwork and reduce time spent on administrative tasks.
- Efficiently meet regulatory requirements.
- Integrate Customer Relationship Management (CRM) systems.
- Streamline processes for digital customer experiences.
- Enhance insights into business performance.
- With staff retention

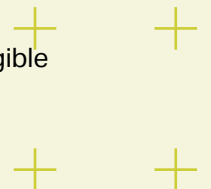


# GROW DIGITAL

If you have completed Digital for Business programme within the previous two years you may be eligible to apply for a Grow Digital Voucher. The Grow Digital Voucher provides funding to the maximum cumulative value of €5,000 in the form of a grant. This grant supports Small Businesses (with between 1 and 50 paid employees) to leverage digital tools to improve efficiency, expand reach, and compete effectively. Allowable expenditure is aimed towards supporting the Digitalisation progression of the applicant.

## Eligible costs include:

- Software subscription fees. Eligible software examples include:
- Website Development
- E-commerce software
- Software for customer relationship management (CRM)
- Online booking, payments or appointments
- Training and/or IT Configuration



Contact [localenterprise@meathcoco.ie](mailto:localenterprise@meathcoco.ie) for more details on how to apply.



## RESEARCH DEVELOPMENT AND INNOVATION GRANT

Clients of the LEO can apply for RD&I Funding to support research, development, and technological innovation relevant to their stage of company development, enabling them to progress from undertaking an initial research project to high level RD&I activity.

## PRODUCTIVITY SUPPORTS

The RD&I fund is open to client companies of the Local Enterprise Offices **trading internationally** (now or within a short timeframe) in manufacturing or an eligible services industry. Applicants must be **employing at least 5 full time staff** in Ireland and have adequate cash resources to implement the proposed project.

### What can the grant be used for?

The development of the new products or services that must:

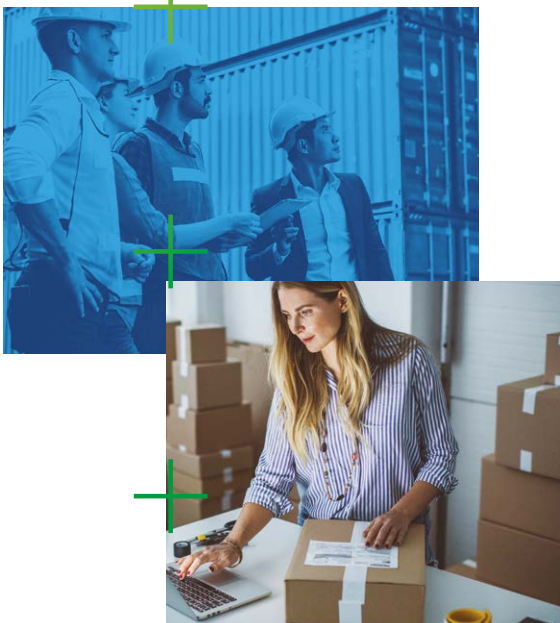
- Involve the resolution of some technical challenges
- be non-routine
- represent a 'step-up' for the company in terms of the level of RD&I capability.

### What is provided?

Funding support is available for eligible RD&I projects in order to develop new products or services. Grant rates are dependent on a company size and inclusion of collaboration.

	small enterprise	medium enterprise	large enterprise
Experimental Development (R,D&I)	45%	35%	25%
Experimental Development with Collaboration: - subject to effective collaboration between undertakings (for large enterprises, cross-border or with at least one SME).	60%	50%	40%

The Committee may offer a grant at a lower rate than the maxima above. Considerations for setting a grant rate includes value for money the incentive effect and the nature of the technological or innovation challenge.



For further information about this grant or to ascertain if your company would be eligible, please contact Lorna Cooney at [lorna.cooney@meathcoco.ie](mailto:lorna.cooney@meathcoco.ie). Once your eligibility is established the LEO will provide you with the link to the application and can assist you with the completion of it if necessary.



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# MANAGEMENT DEVELOPMENT COURSES



## Digital Marketing & AI (Artificial Intelligence) management Development

### 10 Session Programme

This digital marketing & AI programme will take a business owner or manager from A-Z as regards the online marketing world, introduce you to AI tools and how they can be used for your business. Over ten 3 hr. virtual sessions, you will develop an online marketing & social media playbook for your business & receive two 1 hr. 121 mentoring sessions with recommendations. All these sessions will be recorded so that you can watch back in your own time if required.

Learn how to set yourself up for online marketing & social media success using best practice methods and tactics. Learn how to create a great website and get found via Google and social media. Discover how to use content, AI, videos, Google and social ads to develop effective online marketing for your business. A comprehensive programme like this would normally cost €1000s, but you will be able to avail of all at a nominal fee of just €100.

#### This Programme will Cover:

- An introduction to digital marketing and AI tools such as Chat GPT.
- How to manage your website and website content.
- How to select the right digital technologies, channels, tactics and content for your business.
- How to build an online marketing funnel for your business.
- Why and how customer segmentation is important when it comes to your online marketing.
- How to use Google, Search Engine Optimisation (SEO) & Web Analytics
- Social Media Marketing & Networking including Facebook, Instagram, TikTok,

WhatsApp & LinkedIn.

- How to shoot, produce & promote your business using video.
- How to use Google & Social Media Ads
- What are digital content calendar and themes and how do you use them to plan your digital content?
- Get two 1 hr. 121 mentoring sessions and recommendations from a digital marketing expert.
- How to create a Digital Playbook for your Business.

#### Learning Outcomes:

- Develop a 360 view of the digital landscape, how the tools, technologies and channels fit together.
- Learn how to use digital planning, technologies, AI, channels, tactics and content for your business.
- Learn how to create an effective website and get found via Google.
- Learn how to use Facebook, Instagram, TikTok, WhatsApp & LinkedIn
- Learn how to use AI including Chat GPT, Google Bard, Quilbot, Jasper.ai, MidJourney, Descript & Canva.
- Learn how to use a Content Calendar and Content Themes to plan and schedule your digital content.
- Learn how to use video marketing to stand out from the competition.
- Learn how to use online ads including Google, Facebook, Instagram & LinkedIn.



## Financial Management Programme – Group Training

**Duration:** 1 days group training plus up to 3 on-site visits (3 hours each) – all training and visits can take place online if required.

**Aimed at:** Managers and Line Managers who wish to improve their confidence in dealing with, and the general understanding of, business accounts in addition to budgetary and financial management. This will put them in stronger financial health and assist in the mitigation of the impact of current and future challenges facing businesses.

Strengthen financial management capacity, introduce financial management reporting systems, analyse information and assist participants make sound financial decisions to stabilise and grow their businesses.

### Programme Objectives:

**Upon completion of the course participants will be able to:**

- Understand financial terminology of finance and accountancy
- Understand cashflow and key factors affecting cashflow
- Read and interpret financial reports
- Use ratio analysis to track performance
- Costing and price for profit, sustainability and growth
- Use company financial information to manage your day to day operations
- Improve financial management capability
- Gain greater control of their relationships with external financiers, accountants and their own internal management team
- Ascertain what they need to do to enable their business to grow profitably

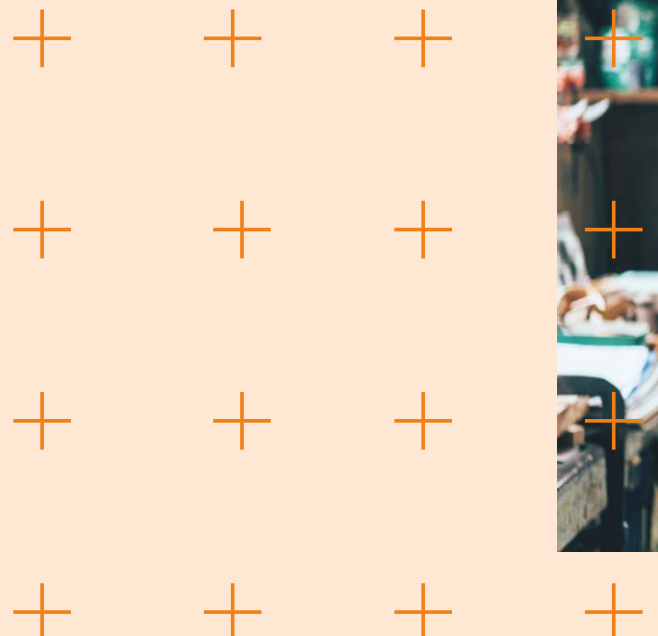
**Outline Content:** 2 Modules delivered over 1 days ( 6 hours face to face training group)

**Module 1:** Financial Management – understanding accounts and financial terminology

**Module 2:** Financial Management – costing, pricing and cashflow

### Training Methods used:

- Case studies based on real life experiences (tried and tested over the years) and specifically focused on business types attending, discussion, buzz groups, talks, research projects, demonstration, question and answer sessions.
- Practical exercises in financial management.
- In addition business case studies will be used throughout the course which offer some practical material about the experiences of others who have started their own businesses. (These case studies will be disguised to hide the identity of business owners).
- Training sessions are always interesting, engaging and practical.



### Mentoring Sessions

- Our follow up approach and methodology is that sessions are participant centred, practical and solution focused. The emphasis is on measurable, tangible results.
- One to one sessions ensure information, skills and techniques explored in group training sessions are applied appropriately to individual situations for optimum benefit. The sessions provide a safe, confidential environment where each participant can discuss his/her individual needs and issue. (he/she may not feel comfortable discussing in a group situation). Participants may also bring issues to the session questions which they may not be comfortable discussing in a group environment.
- Sessions last three hours and can be delivered online via Skype or Zoom if necessary.
- Sessions will be organised by Ace Training head office in conjunction with Trainer/Mentor and client.
- Each session will facilitate and report tangible results.

### Programme Delivery Stages

- 1** Send **pre group session** questionnaire to participant
- 2** Prepare materials and **exercises to suit participants**
- 3** Deliver **group session** (online or in physical proximity as agreed with client)
  - Introduce Financial Health Check at End of Group Session.
  - Introduce Finance Capability Programme Mentor Report to each participant.
- 4** Attain **group feedback** and use information to organise mentoring sessions.
- 5** Organise **one to one mentor sessions:**
  - Session 1** - This will involve a completion and review of the financial health check specifically for this business. Establish specific needs of participant, areas of weakness in financial knowledge and establish customised financial management mentoring plan with key outcomes identified and logged. These areas could include topics such as breakeven analysis, budgeting, costing, pricing, cashflow management
  - Session 2** - will deal specifically with issues raised at session one.
  - Session 3** - will also deal with these issues. In the latter part of session 3 Trainer and Trainee will review progress during the programme and clarify that all financial capability areas have been covered.





# FOOD & DRINK SUPPORTS

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## Boyne Valley Flavours

Boyne Valley Flavours is the food and drink network that spans counties Meath and Louth. Supported by the Local Enterprise Office and Local Authority in both counties, the network includes over 100 food & craft drink producers along with eligible foodservice, accommodation and food tourism businesses. Our objective is to support and promote the local food offering across the region. Members can avail of training, networking events, tours, familiarisation trips, marketing and PR support and more. Each year Boyne Valley Flavours run the Boyne Valley Food Series, a unique calendar of events which celebrates our land, our heritage, our people and of course, our produce.

Visit [www.boynevalleyflavours.ie](http://www.boynevalleyflavours.ie) or email [egill@meathcoco.ie](mailto:egill@meathcoco.ie) for more information and to get involved.



## Starting Your Own Food Business in Meath

There is a separate guide available for those who are thinking of starting their own food business in Meath. It covers first steps, business supports, regulations, training, useful resources and more. For more information contact [egill@meathcoco.ie](mailto:egill@meathcoco.ie)

## Digital School of Food

An online learning hub has been designed to support you in developing your food manufacturing businesses from start-up to the growth phase. This is the first step for anyone contemplating starting up a food business. You can access the course modules on [www.digitalschooloffood.ie](http://www.digitalschooloffood.ie)



There are six core themes, each containing 2-3 courses including:

- Plan Your Journey
- Route to Market
- Think about Finance
- Grow Your Sales
- Expand Your Business
- Support from Experts

## Food Starter Programme

Takes place in February or March each year

A 2-day programme (run over 4 half days virtually) is designed to help those with a food idea, or those at a very early stage of starting up a food business. It will cover everything from an overview of the Irish food sector to the specifics of starting a food production business.



## Food Academy

A development programme giving Irish food and drink producers a big chance.



Through workshops, mentoring and the opportunity to pitch to SuperValu store owners, this is a unique opportunity to see your product on the shelf of one of Ireland's leading retailers. SuperValu and the Local Enterprise office collaborate to ensure you have every opportunity to grow your business. The Food Academy programme is delivered on a regional basis throughout the country by the network of Local Enterprise Offices.

Businesses should have completed, or be in the process of completing, the Food Starter programme in order to qualify for a place on the Food Academy programme. Contact [localenterprise@meathcoco.ie](mailto:localenterprise@meathcoco.ie) for an application form.

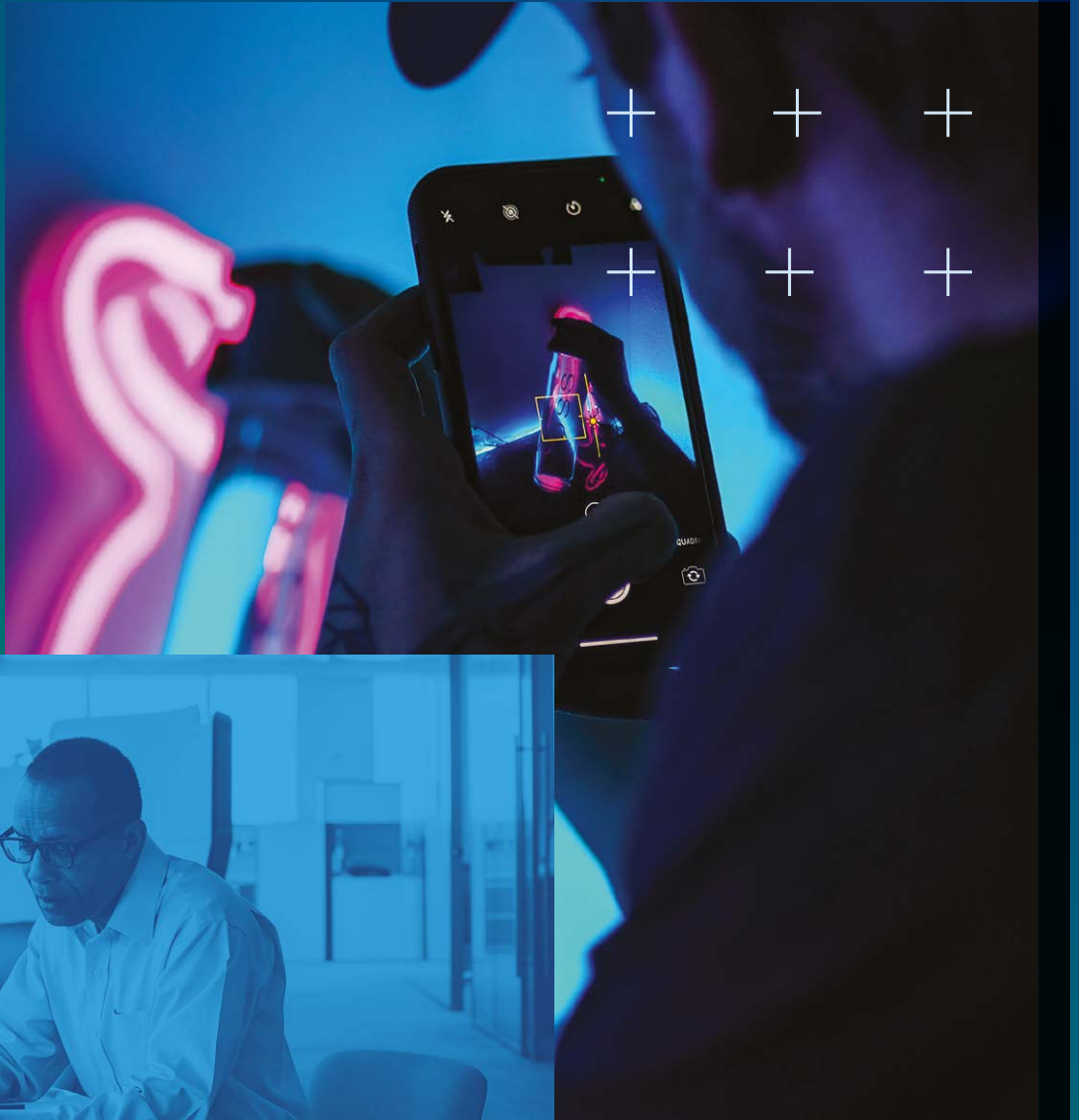
## Boyne Valley Food Hub

The Boyne Valley Food Hub, located in Navan, offers a comprehensive range of facilities and support for start-up and scaling food businesses which include;

- Food-grade incubation units,
- A food R&D lab and sensory testing facility,
- Access to coworking, meeting rooms and events spaces,
- Access to a media lab equipped with audio and visual technologies, drone technology and virtual reality resources,
- Access to a fab lab for prototyping products, equipped with 3D, laser and large format printers.

For more information visit - [www.meathenterprise.ie/hubs/boyne-valley-food-hub/](http://www.meathenterprise.ie/hubs/boyne-valley-food-hub/)





# SOCIAL MEDIA & MARKETING SUPPORTS

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## Web Analytics for Growth

### Overview:

Understanding your website's performance and user behaviour is essential for business growth in the digital age. This workshop will guide participants through the fundamentals of web analytics, equipping them with the tools and techniques to monitor, measure, and optimise their online presence. From tracking visitor behaviour to making data-driven decisions, this course is designed to help businesses unlock growth opportunities through actionable insights.

### Topics Covered:

- Introduction to web analytics: What it is and why it matters.
- Key metrics every business should track (traffic, bounce rates, conversion rates, etc.).
- Setting up and using Google Analytics 4 effectively.
- Understanding user behaviour through heatmaps, session recordings, and engagement analysis.
- Setting measurable goals and conversion tracking for your website.
- Analysing key traffic sources (organic, paid, social media, direct, and referral).

- Interpreting reports: Audience demographics, behaviour flow, and acquisition.
- Using analytics data to inform website improvements and marketing strategies.
- Overview of advanced tools such as Google Tag Manager and UTM tracking.
- Creating regular performance reports and dashboards to track progress.

### Learning Outcomes:

- Understand the importance of web analytics for driving business growth.
- Identify and track the most relevant metrics for their business goals.
- Set up and configure Google Analytics 4 to measure performance accurately.
- Interpret web analytics data to uncover insights about their audience and website performance.
- Use analytics data to improve conversion rates, user experience, and overall website performance.
- Develop actionable strategies to optimise marketing efforts and achieve measurable growth.
- Create clear, concise performance reports to share with stakeholders or team members.



## Canva for Business Beginners: Create Stunning Visuals with Ease

### Overview:

Learn how to create impactful visual content that enhances your business's marketing efforts using Canva, a versatile and user-friendly graphic design platform. This beginner-friendly workshop will guide you through the essentials of Canva, helping you produce professional-quality graphics, videos, and animations tailored to your brand.

### What's Covered:

- **Introduction to Canva:** Understand what Canva is and why it's essential for your visual marketing.
- **Getting Started:** Learn how to sign up for Canva and decide between the Free and Pro versions.
- **Exploring Canva Features:**
  - Using templates for streamlined design.
  - Creating social media content for platforms like Facebook, Instagram, Twitter, and LinkedIn.
  - Organising your designs effectively within Canva.
- **Branding Your Designs:** Upload your logo, set up brand colours, and use custom fonts.
- **Incorporating Multimedia:**
  - Adding video, GIFs, QR codes, and maps.

- Searching for non-copyright images, videos, and audio to enrich your designs.
- Using grids, frames, and background removal tools.

- **Creative Enhancements:**

- Converting static images into animations.
- Adding audio to your visuals.

- **Content Optimisation:** Resize designs for various social media channels and learn to plan and schedule content directly from Canva.

### Learning Outcomes:

- Set up a Canva account and master the basics of the platform.
- Use Canva templates and tools to create visually striking marketing materials.
- Develop branded designs by incorporating logos, colours, and fonts.
- Create engaging content for social media, including videos, GIFs, and animations.
- Source and use non-copyright visuals and audio for your projects.
- Resize designs for optimal display across different platforms.
- Plan and schedule your marketing content directly within Canva.

Whether you're new to graphic design or looking to enhance your visual marketing, this workshop will empower you to create professional designs quickly and effectively.





## Canva for Business: Advanced

### Overview:

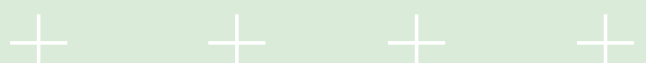
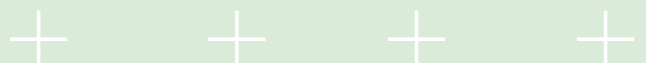
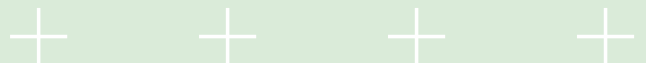
Take your Canva skills to the next level with this advanced workshop designed for businesses looking to create professional, impactful designs that elevate their branding. This course dives deeper into Canva's powerful features, advanced design techniques, and team collaboration tools, helping participants create standout content tailored to their business goals.

### Topics Covered:

- Advanced design principles: Creating cohesive and professional visuals.
- Mastering Canva Pro tools: Brand kits, templates, and Magic Resize.
- Designing for multi-platform marketing campaigns: Social media, email, websites, and print.
- Animation and video creation: Using transitions, effects, and timing to create engaging content.
- Customising charts, infographics, and reports for presentations or internal use.
- Team collaboration features: Sharing designs, editing permissions, and feedback.
- Importing and editing custom assets: Logos, fonts, and stock imagery.
- Leveraging Canva integrations with tools like Google Drive, Dropbox, and HubSpot.
- Time-saving shortcuts and hacks for efficient workflows.
- Reviewing and optimising designs for a polished, professional finish.

### Learning Outcomes:

- Use advanced Canva features to create high-quality, consistent designs for their brand.
- Design engaging visual content for diverse marketing and business needs, including social media, email campaigns, and print materials.
- Incorporate animations, videos, and interactive elements into their designs to increase audience engagement.
- Efficiently manage and collaborate on design projects with teams using Canva's collaborative tools.
- Customise and optimise templates, assets, and designs to align with their business goals and branding.
- Integrate Canva with other business tools to streamline their design workflows.
- Create impactful infographics, charts, and visual reports to enhance communication and storytelling.





## Enhancing Social Media Marketing with AI Insights

### Overview:

Discover how to supercharge your social media marketing efforts with cutting-edge AI insights and tools tailored for 2025. This course delves into the latest AI-driven strategies for analysing trends, predicting customer behaviour, and crafting data-backed content that resonates with your audience. Gain practical knowledge to optimise campaigns, improve engagement, and drive conversions through intelligent social media management.

### Topics Covered:

- Overview of AI advancements in social media marketing
- AI tools for audience analysis and segmentation
- Predictive analytics for understanding and anticipating audience behaviour
- Leveraging AI for trend spotting and staying ahead of competitors
- AI-powered content recommendations and creation
- Automating social media management with AI tools
- Measuring campaign effectiveness with AI-driven analytics

### Learning Outcomes:

- Understand how AI insights can transform your social media marketing strategy.
- Use AI tools to identify and segment your audience for targeted campaigns.
- Predict audience behaviour to create more engaging and effective content.
- Stay ahead of industry trends by leveraging AI-powered tools for market insights.
- Incorporate AI into content creation workflows to save time and boost creativity.
- Automate routine social media tasks for greater efficiency.
- Measure and refine social media campaigns using AI analytics to maximise ROI.



## Using AI for Content Creation and SEO: Unlocking the Power of Artificial Intelligence

### Overview:

AI is transforming the way businesses approach content creation and search engine optimisation, offering powerful tools to automate processes, enhance strategies, and improve results. This workshop is tailored for SMEs looking to harness AI technologies to produce engaging content, boost SEO performance, and drive more organic traffic to their websites. Discover how AI can revolutionise your digital marketing while maintaining ethical standards.

### What's Covered:

- **Planning Your AI Strategy:** Learn how to develop and execute a results-driven AI plan for content and SEO.
- **AI in Content and SEO:** Gain insights into cutting-edge AI tools, including ChatGPT, and their applications for keyword research and content planning.
- **Creating Engaging Content with AI:** Use AI to generate compelling blog posts, articles, and website content quickly and effectively.
- **Personalisation at Scale:** Leverage AI to create tailored content for diverse audience segments, improving user engagement.
- **Adapting to SEO Trends:** Discover how AI can help you stay ahead of ever-changing SEO algorithms and trends.
- **Ethical AI Usage:** Explore best practices for transparency, avoiding plagiarism, and maintaining ethical standards when using AI.

### Learning Outcomes:

- Understand the transformative role of AI in content creation and SEO.
- Learn how to use AI tools like ChatGPT for keyword research and content strategy development.
- Create diverse, high-quality content efficiently with AI assistance.
- Personalise content to enhance audience engagement and connection.
- Stay ahead of SEO algorithm changes using AI-driven insights and techniques.
- Develop a dynamic, data-driven content strategy powered by AI.
- Maintain ethical and transparent practices in AI-powered content creation.

This workshop equips you with practical skills and actionable knowledge to enhance your online visibility, engage your audience, and future-proof your digital marketing efforts with the power of AI.



## AI Tools for Business: Transforming Productivity and Growth

### Overview:

Artificial intelligence is revolutionising the way businesses operate, offering tools that save time, boost productivity, and streamline processes. This hands-on, three-hour workshop introduces the most popular AI tools and demonstrates how they can be used to generate content, optimise workflows, and market your business effectively. You'll explore powerful platforms like ChatGPT, Google Bard, Jasper.ai, MidJourney, Descript, and Canva AI, with live demonstrations and practical exercises tailored to your business needs.

### What's Covered:

- **AI Essentials:**
  - What are ChatGPT and Google Bard, and how can they generate high-quality social media posts, blogs, workflows, and video scripts?
  - Crafting effective ChatGPT prompts to create unique, engaging content.
- **SEO and Content Creation:**
  - Using ChatGPT for SEO to optimise your website and increase visibility.
  - Leveraging Jasper.ai for professional-grade content creation.
  - Ensuring originality and avoiding AI detection with Quilbot.
- **AI-Powered Imagery and Video:**
  - Introduction to MidJourney for creating unique AI-generated visuals and mastering prompts for striking results.
  - Using Descript to transform text into audio and video, and tools like Lumen5 to convert blogs into videos.

- Exploring Canva's AI features to create polished social media graphics and videos effortlessly.

- **Planning and Strategy:**

- How to design and implement an AI strategy for your business.
- Exploring AI's role in automating workflows, customer service, and business processes to accelerate growth.

- **Ethical AI Use:** Understand how to maintain transparency and trust while integrating AI tools into your operations.

### Learning Outcomes:

- Gain practical experience with AI tools like ChatGPT, Google Bard, Jasper.ai, MidJourney, Descript, and Canva AI.
- Use AI to create impactful content across text, video, and audio.
- Optimise your website and social media strategies with AI-generated insights.
- Automate workflows and streamline customer service using AI.
- Develop an AI-driven business strategy to enhance productivity and drive growth.
- Understand ethical considerations when leveraging AI for business.

Whether you're an AI beginner or ready to expand your toolkit, this workshop equips you with the knowledge and skills to integrate AI into your business for tangible results.



## Harnessing AI for Local and Regional Marketing Strategies: Driving Targeted Growth

### Overview:

Artificial intelligence is revolutionising marketing, offering powerful tools to refine and optimise strategies for specific local and regional audiences. This workshop is designed to help businesses leverage AI to create personalised, targeted campaigns that resonate with their local customers, improve their online visibility, and drive community-based engagement. Explore how AI can simplify your marketing efforts while delivering impactful results.

### What's Covered:

- **Introduction to AI in Local Marketing:** Learn how AI is reshaping location-based marketing strategies.
- **Targeted Audience Insights:** Use AI to analyse local customer data, preferences, and behaviours for more precise targeting.
- **AI Tools for Hyperlocal Advertising:** Explore platforms that leverage geolocation, predictive analytics, and audience segmentation to enhance ad performance.
- **Personalised Campaigns:** Develop AI-powered content that resonates with local communities, from social media posts to email marketing campaigns.
- **Local SEO with AI:** Optimise your business for local search results, including Google Business Profiles, AI-driven keyword research, and location-based content.

- **AI in Social Media Management:** Use AI to schedule, automate, and analyse social media campaigns tailored to your region.
- **Real-Time Adaptation:** Discover how AI helps monitor and adjust marketing strategies based on trends, competitor activity, and local events.
- **Ethical Considerations:** Learn how to use AI responsibly while maintaining authenticity and trust in your local market.

### Learning Outcomes:

- Understand AI's role in driving local and regional marketing success.
- Use AI tools to gather and analyse local audience insights for targeted campaigns.
- Create and optimise personalised content that appeals to specific regional audiences.
- Enhance local SEO with AI-driven strategies to improve visibility and search rankings.
- Leverage AI-powered advertising tools for hyperlocal reach and engagement.
- Automate and optimise social media strategies for local impact.
- Stay agile by adapting marketing tactics to local trends and customer needs.
- Maintain ethical AI use to build trust and authenticity in your local market.

This workshop is ideal for businesses looking to strengthen their connection with local and regional customers through innovative AI-driven marketing techniques.



**Overview:**

Artificial intelligence is transforming the way businesses approach social media marketing by providing deep insights and automating processes to improve engagement and performance. This workshop explores how AI-powered tools can optimise your social media strategy, enabling you to reach the right audience, create compelling content, and measure campaign success more effectively. Learn how to harness AI insights to enhance your social media presence and drive results.

**What's Covered:**

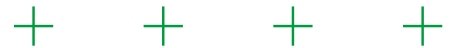
- **Introduction to AI in Social Media Marketing:** Understand how AI is reshaping social media marketing and its potential benefits.
- **AI-Powered Audience Insights:**
  - Using AI tools to analyse audience behaviour, preferences, and trends.
  - Creating audience segments based on demographic and behavioural data for more targeted marketing.
- **Content Creation and Optimisation:**
  - How AI can help generate content ideas and optimise posts for maximum engagement.
  - Using AI tools like ChatGPT for content generation, and tools like Canva AI for creating eye-catching visuals.
- **Social Listening with AI:**
  - Leverage AI for social listening to monitor brand mentions, track trends, and measure sentiment.
  - Using AI to track competitor performance and industry trends for strategic insights.

- **Automating Social Media Management:**
  - Using AI to schedule posts, optimise posting times, and automate responses.
  - Implementing AI-driven chatbots for customer engagement and support.
- **Ad Campaign Optimisation:**
  - How AI can enhance paid social media campaigns by optimising targeting, budget allocation, and ad creative.
- **Analytics and Reporting:**
  - Using AI to track key social media metrics such as reach, engagement, and conversion rates.
  - How AI-generated insights can inform your strategy and improve ROI.

**Learning Outcomes:**

- Understand the role of AI in enhancing social media marketing and its impact on audience engagement.
- Use AI to gain deeper insights into your audience, trends, and competitor activity.
- Create optimised, engaging content for social media using AI-powered tools.
- Automate social media management tasks to save time and improve efficiency.
- Optimise social media ads using AI for better targeting and performance.
- Use AI analytics to measure and improve social media campaign success.

This workshop is ideal for marketers and business owners looking to enhance their social media strategies with the power of AI to reach more customers, increase engagement, and achieve measurable results.



## Website Optimisation Using AI for SEO and Analytics

### Overview:

In today's competitive digital landscape, optimising your website is essential for visibility, user experience, and conversions. This workshop explores how to leverage AI-powered tools to enhance your website's SEO and analytics. From identifying high-performing keywords to improving site speed and analysing visitor behaviour, learn how AI can streamline optimisation and deliver measurable results for your business.

### Topics Covered:

- The fundamentals of website optimisation and why it matters
- Introduction to AI tools for SEO: keyword research, competitor analysis, and on-page optimisation
- Using AI to improve technical SEO: site speed, mobile responsiveness, and structured data
- Content optimisation with AI: creating engaging, search-friendly content
- AI-driven tools for backlink analysis and building high-quality links
- Leveraging AI for analytics: understanding user behaviour, heatmaps, and conversion tracking
- Automating routine SEO tasks using AI platforms
- Practical case studies: Real-world examples of businesses using AI for website success

### Learning Outcomes:

- Understand how AI can transform your approach to website optimisation.
- Identify the best AI-powered tools for SEO and analytics based on your business needs.
- Perform AI-assisted keyword research to target the right audience effectively.
- Optimise your website's performance with AI solutions for technical SEO challenges.
- Use AI tools to create high-quality, optimised content that ranks higher on search engines.
- Analyse website traffic and user behaviour using AI-driven analytics platforms.
- Automate time-consuming SEO tasks, saving time and improving efficiency.
- Develop a data-driven optimisation strategy to increase traffic, engagement, and conversions.



## Website Health Check

**Outline:** The website health check is a dedicated 1 hour session providing business owners with 1 to 1 advice and feedback on their website. Our web experts will be on hand to answer any questions you may have with regards to your website.

### This Health Check will cover:

- How to conduct a website audit
- Website performance
- Mobile experience
- User experience
- Website pages & content
- Functionality
- Search engine visibility
- Search engine optimisation
- Keyword usage
- Google Business
- Monitoring & alerts
- Website security
- SSL certificate
- Hosting & domains

### Learning Outcomes:

- Learn how to conduct a website review
- Learn about how to improve the performance of your website
- Learn how to conduct keyword research
- Learn how to optimise your website to get found via Google
- Learn how to set up & use Google Business
- Learn how to use website content including video & images
- Learn about website security including SSL certs







## Digital Marketing Clinic(s)

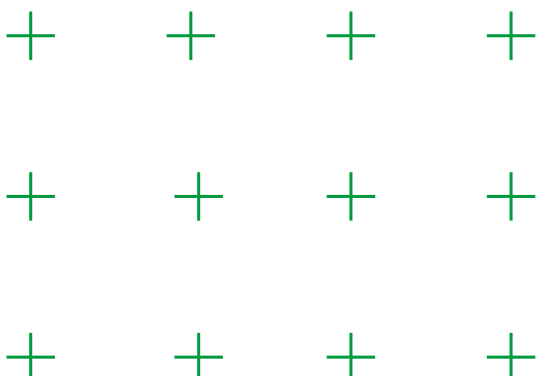
The Digital Marketing Clinic is a dedicated 1 hour mentoring session, providing business owners with 1 to 1 specific advice and feedback on their use of digital marketing for their business. Our experts will be on hand to answer any questions you may have with regards to your use of Digital Marketing.

### Learning Outcomes:

- Learn how to develop an online and social media plan for your business
- Learn how to audit and optimise your website and get found on Google
- Learn how to use social media including Facebook, Instagram, YouTube, TikTok, Twitter & LinkedIn.
- Learn how to use digital content including video and imagery
- Learn how to run online and social advertising campaigns
- Receive a report with recommendations and actions for your business.

### This Clinic will cover:

- Ask us anything - come to us with your digital marketing questions/problems/concerns and we will address them with you
- Review of your website & digital marketing activities.
- Search Engine Optimisation
- Social Media
- Content Marketing
- Maximising the ROI from your digital marketing.
- Develop an online and social media plan for your business



# NETWORKING



Local Enterprise Office  
MEATH





## Women in BIZ & TECH Network

The Local Enterprise Office Meath runs a business network specifically aimed at supporting female entrepreneurs within the county. This is also run in partnership with County Meath Chamber. The network holds four in person events per year. The events include a combination of speaker panels followed by Q&A as well as events which are more networking orientated with just one keynote speaker on a particular business theme/topic.

Simply log onto our website at <https://www.localenterprise.ie/Meath/Training-Events/Networks/> to view the upcoming event and click on the link to register.



## MEATH MADE – Meath’s Creative Collective

Meath Made is a selective collective of Meath’s most creative artists, painters, jewellery makers, textile artists, designers, print makers, wood turners, ceramicists, sign writers, soap makers and blacksmiths. The creative collective in Meath is a forward thinking group of designers and crafts people driven by passion and fuelled by curiosity. The objective of Meath Made includes promotion and showcasing of excellence in craft & design, supporting members in the development of a sustainable business, creating opportunities for network members, assisting members to help them achieve their full potential.

For more information visit [www.meathmade.com](http://www.meathmade.com), or email: [meathmade@gmail.com](mailto:meathmade@gmail.com).



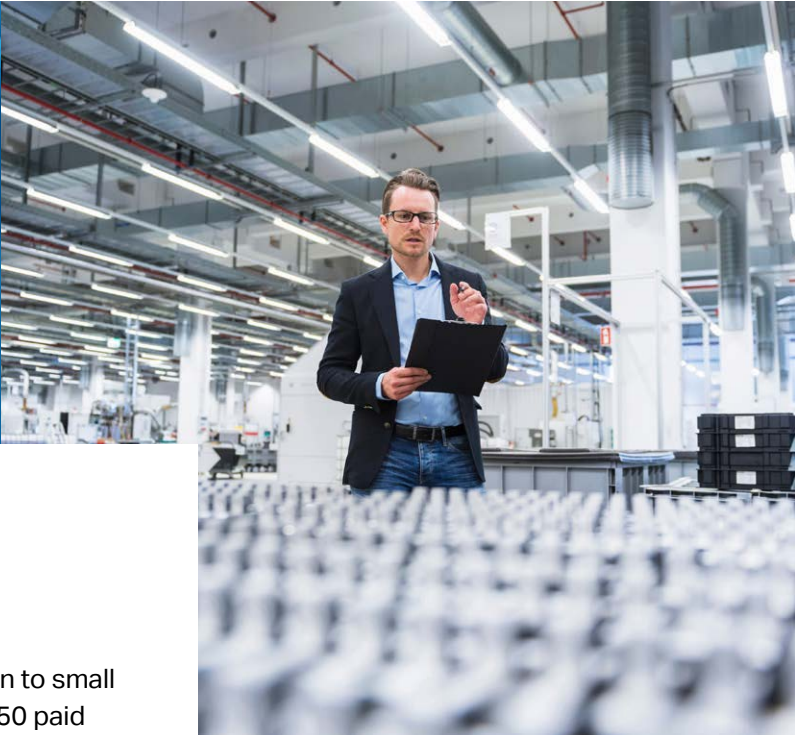


Local Enterprise Office  
MEATH



# EXPORT SUPPORTS

Meath Local Enterprise Office offer tailored export advice and supports to your business. Please contact Lorna Cooney [lorna.cooney@meathcoco.ie](mailto:lorna.cooney@meathcoco.ie) to find out how we can help your business get exporting!



## Market Explorer Grant

The Market Explorer Grant is open to small enterprises (with between 1 and 50 paid employees) that meet the following criteria:

- Operate as Manufacturing or eligible internationally traded services businesses and are solvent as demonstrated in the financial statements supplied and have current tax clearance from Revenue.
- Are not currently clients of Enterprise Ireland or IDA.
- Operate commercially and are established and trading for at least 12 months, registered, and carrying on activity within the area of the Local Enterprise Office.
- Have demonstrated intention to internationalise i.e.
- Have completed Export Accelerator Or similar LEO Exporter Programme or
- Have developed an internationalisation plan or
- Have initial small-scale exports that can be increased (suggestion is <10K).

The amount of the grant is to a maximum of €10,000 or 50% of eligible costs. Support for the Market Explorer for Business grant applies when eligible companies seek to explore either a new geographic market for an existing product/service or an existing geographic market for a new product/service.

The grant will support first time and small-scale exporters to undertake essential market research and to support the development of viable and sustainable market entry strategies in new geographic markets for businesses. The financial assistance proposed will provide support towards costs incurred in researching new market opportunities for products and services. The eligible activities supported under the Market Explorer grant can be supported under the following cost categories:

- Market Research
- In Market Consultancy
- Trade Fair Attendance
- Trade Fair Exhibition
- Overseas Travel
- Subsistence

Please contact Lorna Cooney [lorna.cooney@meathcoco.ie](mailto:lorna.cooney@meathcoco.ie) to apply.

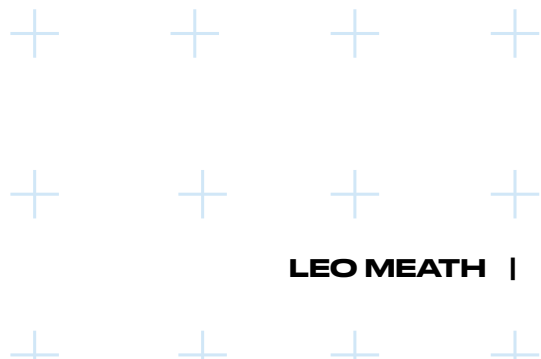




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## CONTACT US TODAY

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