



Wexford County  
**Enterprise Board**

**Business Training  
Courses, Workshops  
and Clinics**

Spring 2012

**Book Online: [www.wexfordceb.ie](http://www.wexfordceb.ie)**

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Online Booking now available [www.wexfordceb.ie](http://www.wexfordceb.ie)

Please note that preference for places will be granted to small businesses ie. less than 10 employees.

# Business Idea Seminar

Research and Qualify your Business Idea

## Aimed at

Individuals, SME's and Micro enterprises who have an idea for a new product or service and don't know what to do next. It is also excellent for people actively seeking opportunity but as yet don't have any ideas. This engaging and practical workshop will teach you how to get into that process.

## Contents

This course is about putting practical use to our natural skills and talents and availing of the opportunities that always surround us.

## Objectives

- To understand the process which transforms an idea into an opportunity.
- To help people to learn the skills necessary to investigate and evaluate a new product or service idea prior to market launch.

**Venue** Wexford Enterprise Centre, Kerlogue Ind. Estate, Wexford

**Speaker** Terence Daly  
Think Twice

Terence Daly MechEng has 12 years experience in new product development, innovation and marketing. Terence has developed and marketed his own unique range of DIY products and has also worked for other companies developing and marketing industrial electronic products. He currently runs a training company "Think Twice" which teaches programmes on innovation, creativity and new product development.

**Date** Wed, 18th Jan 2012

**Time** 7.00 - 10.00pm

**Cost** €20

**Places** 20

*'The future depends on what we do in the present'*

– Mahatma Gandhi

*'Storms make oaks take roots'*

– Proverb

*Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.*

– Thomas Jefferson

*'If at first you don't succeed, try, try again. Then quit. There's no use being a damn fool about it.'*

– W.C. Fields

*'A wise man will make more opportunities than he finds.'*

– Francis Bacon

## Start Your Own Business Wexford

### Aimed at

Anyone who is thinking of starting their own business or someone who has recently started their own business

### Contents

1. Introduction
2. Business planning
3. Market research
4. Book-keeping
5. Taxation
6. Financial management
7. Legal & insurance
8. Marketing
9. Sales
10. Sources of finance

### Objectives

To enable participants to develop the skills and knowledge to start up their own business.

**Includes** Optional - one mentor visit

**Venue** Wexford Enterprise Centre, Kerlogue Ind. Estate, Wexford

**Tutor** Tony Ennis  
Ennis & Co.

**Dates** Tue, 24th Jan - 27th Mar, 2012

**Time** 7.00 - 10.00pm for 10 nights

**Cost** €120 Employed/ €60 Unemployed

**Places** 20

## Start Your Own Business Enniscorthy

### Aimed at

Anyone who is thinking of starting their own business or someone who has recently started their own business

### Contents

1. Introduction
2. Business planning
3. Market research
4. Book-keeping
5. Taxation
6. Financial management
7. Legal & insurance
8. Marketing
9. Sales
10. Sources of finance

### Objectives

To enable participants to develop the skills and knowledge to start up their own business.

**Includes** Optional - one mentor visit

**Venue** Enniscorthy Enterprise Centre, Milehouse Rd., Enniscorthy

**Tutor** Alan Maher  
Maher Consulting

**Dates** Tue, 31st Jan - 3rd Apr, 2012

**Time** 7.00 - 10.00pm for 10 nights

**Cost** €120 Employed/ €60 Unemployed

**Places** 20

## Start Your Own Business Gorey

### Aimed at

Anyone who is thinking of starting their own business or someone who has recently started their own business

### Contents

1. Introduction
2. Business planning
3. Market research
4. Book-keeping
5. Taxation
6. Financial management
7. Legal & insurance
8. Marketing
9. Sales
10. Sources of finance

### Objectives

To enable participants to develop the skills and knowledge to start up their own business.

**Includes** Optional - one mentor visit

**Venue** Ashdown Park Hotel,  
Gorey, Co. Wexford

**Tutor** Margaret Fitzsimons  
Fitzsimons & Co.

**Dates** Wed, 8th Feb - 11th Apr, 2012

**Time** 7.00 - 10.00pm for 10 nights

**Cost** €120 Employed/ €60 Unemployed

**Places** 20

## Start Your Own Business New Ross

### Aimed at

Anyone who is thinking of starting their own business or someone who has recently started their own business

### Contents

1. Introduction
2. Business planning
3. Market research
4. Book-keeping
5. Taxation
6. Financial management
7. Legal & insurance
8. Marketing
9. Sales
10. Sources of finance

### Objectives

To enable participants to develop the skills and knowledge to start up their own business.

**Includes** Optional - one mentor visit

**Venue** Brandon House Hotel,  
New Ross, Co. Wexford

**Tutor** Rob Marr  
Catalyst Consulting

**Dates** Tue, 21st Feb - 24th Apr, 2012

**Time** 7.00 - 10.00pm for 10 nights

**Cost** €120 Employed/ €60 Unemployed

**Places** 20

# How to Tender Successfully

## Aimed at

Owner/Managers and key staff responsible for getting new business through the tender process

## Contents

1. The 4 types of tenders
2. How to get on tender lists
3. Presentation - why tenders fail
4. Choosing the right tenders
5. Key stages of the tender process
6. Pre-Qualification
7. Planning preparation of submission
8. Submission of tender documents
9. General tips for tendering

## Objectives

To provide participants with an understanding of the main types of tendering processes and the key stages.

**Venue** Talbot Hotel, Wexford

**Tutor** Tessa O'Connell  
Brand Edge Marketing

**Date** Tue, 21st Feb, 2012

**Time** 9.00am - 5.00pm for 1 day

**Cost** €50

**Places** 10

**Includes** Lunch

# Time Management

## Aimed at

Anyone wishing to use their time more effectively

## Contents

1. What is time management
2. Life planning
3. Time wasters
4. Working out priorities
5. Making instant changes
6. Delegating effectively
7. Time management techniques
8. SMART Goals
9. Using calendars and planners
10. 101 time management tips
11. The Time Management Matrix

## Objectives

To enable participants eliminate time-wasting, learn how to prioritise work and how to work more efficiently and effectively.

**Venue** Riverside Park Hotel,  
Enniscorthy, Co.Wexford

**Tutor** Terry Harmer  
NLC Training

**Date** Tue, 27th Mar, 2012

**Time** 9.00am - 5.00pm for 1 day

**Cost** €50

**Places** 10

**Includes** Lunch

# Cold Calling & Appointment Making for Sales

## Aimed at

Owner/Managers and sales staff responsible for making outgoing cold calls to customers and prospects as well as for handling incoming sales enquiries

## Contents

1. The essence of professional communications
2. Preparation and planning
3. Deal with reluctance and rejection
4. Essential and active listening skills
5. Talk in the customer's language
6. Develop customer relationships
7. Handle objections, negotiate fairly
8. Avoid overselling
9. Create and use winning sales scripts
10. Measure your results

## Objectives

To enable sales staff to apply highly developed communications skills for improved customer relations.

**Venue** Ferrycarrig Hotel, Wexford

**Tutor** Karen Sommerville  
Call Focus

**Date** Tue, 24th Apr, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

# The Do or Die Marketing Plan

## Aimed at

Owner/Managers, SME managers with a marketing function

## Contents

1. Brand Analysis
2. Target Audience
3. Defining your offering
4. SWOT Analysis
5. Setting Marketing Objectives
6. Marketing Strategy
7. Communications Strategy
8. Marketing Calendar
9. Resourcing and budgeting
10. Measuring your results

## Objectives

To give each attendee the tools to develop and implement an easy to understand marketing plan specific to their own business, enabling them to compete more effectively.

**Venue** Brandon House Hotel,  
New Ross, Co. Wexford

**Tutor** Paula Ronan  
Angel Marketing

**Date** Tue, 22nd May, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

## Business Idea Clinic Innovation & Opportunity

### Aimed at

Individuals, SME's and Micro enterprises who have an idea for a new product or service and people actively seeking new opportunities for business

### Contents

A unique one day clinic giving you the opportunity to discuss, in confidence, your ideas, plans or invention. Avail of this 45 minute one-on-one chat to gain advice, guidance and suggestions on how to identify, research and develop your business idea.

### Facilitator

Terence Daly  
Think Twice

### Topics

1. Entrepreneurship and idea development
2. Thinking & problem solving tools
3. Market research techniques /exercises
4. How to devise solutions
5. How to identify potential opportunity

**Venue** Wexford Enterprise Centre,  
Kerlogue Ind. Estate, Wexford

**Date** Thu, 19th Jan, 2012

**Times** 9.00 – 9.45am 1.45 – 2.30  
9.45 – 10.30 2.30 – 3.15  
10.30 – 11.15 3.30 – 4.15  
11.30 – 12.15 4.15 – 5.00pm  
12.15 – 1.00

**Cost** €20 per meeting

**Places** 9

## Business Health Check Clinic Time for a Check up

### Aimed at

Owner/Managers

### Contents

A one day business health check clinic where owners/managers can meet a business consultant for one hour to discuss the current status of their business and issues such as strategic planning, survival and cashflow.

Participants are asked to bring a copy of their Financial Accounts with them. These would facilitate more meaningful analysis and planning, based on facts.

### Facilitator

Blaise Brosnan  
Management Resource Institute

### Topics

1. The current status of the business
2. Tackling some of the critical issues
3. Cash Flow issues
4. Planning for survival
5. Strategic planning for the longer term

**Venue** Talbot Hotel, Wexford

**Date** Thu, 9th Feb, 2012

**Times** 9.00 – 10.00am  
10.00 – 11.00  
11.30 – 12.30  
1.30 – 2.30  
2.30 – 3.30  
4.00 – 5.00pm

**Cost** €25 per meeting

**Places** 6

## Marketing Clinic Working on your Marketing Plan

### Aimed at

Owner/Managers, Marketing Staff

### Contents

A one day marketing clinic where owner managers and or marketing staff can meet a marketing expert over a one hour meeting to discuss how their marketing strategies could be improved. Learn new marketing approaches, new marketing strategies, and practical marketing tips to grow and develop their business.

### Facilitator

Paula Ronan  
Angel Marketing

### Topics

1. Marketing focus and clarity
2. Marketing on a Shoe String
3. Importance of Customer retention
4. How to be more competitive
5. Up selling / Cross Selling

**Venue** Brandon House Hotel,  
New Ross, Co. Wexford

**Date** Tue, 6th Mar, 2012

**Times** 9.00 – 10.00am  
10.00 – 11.00  
11.30 – 12.30  
1.30 – 2.30  
2.30 – 3.30  
4.00 – 5.00pm

**Cost** €25 per meeting

**Places** 6

## Public Relations Clinic PR Techniques for your Business

### Aimed at

Owner/Managers, Marketing Staff

### Contents

A one day public relations clinic where owners managers and/or sales and marketing staff can meet a PR consultant for one hour to discuss their current challenges and opportunities. This insight will determine the PR tactics they could adapt to gain positive media coverage in print and broadcast media about their business, leading to greater customer awareness and loyalty.

### Facilitator

Alma Feeley  
Midas PR

### Topics

1. Communications SWOT analysis
2. What media is important to your business
3. What have you got to say?
4. Create a media pipeline of stories

**Venue** Irish National Heritage Park,  
Ferrycarrig, Wexford

**Date** Tue, 3rd Apr, 2012

**Times** 9.30 – 10.30am  
10.30 – 11.30  
12.00 – 1.00  
1.30 – 2.30  
2.30 – 3.30  
4.00 – 5.00pm

**Cost** €25 per meeting

**Places** 6

## Social Media Clinic Social Media for Business

### Aimed at

Owner/Managers, Marketing staff. For both beginners and those who want to improve their social media presence

### Contents

A one day clinic where owner/managers identify and develop a social media strategy to fit their business. A one hour meeting with an expert in social media will identify what social media channels will prove most effective for marketing to your potential customers. You will be asked to fill out a questionnaire in advance of the clinic.

### Facilitator

Helen Cousins  
Xcel Business Solutions

### Topics

1. Identifying social media objectives & channels
2. How to create and share engaging content
3. How to build a social media following
4. Social versus sales – getting the balance right

**Venue** Ferrycarrig Hotel, Wexford

**Date** Thu, 10th May, 2012

**Times** 9.00 – 10.00am  
10.00 – 11.00  
11.30 – 12.30  
1.30 – 2.30  
2.30 – 3.30  
4.00 – 5.00pm

**Cost** €25 per meeting

**Places** 6

## HR & Employment Law Clinic Compliance and Performance

### Aimed at

Owner/Managers

### Contents

A one day clinic where owner managers can meet with a HR Consultant for one hour who will conduct a HR audit on their business, discuss current HR issues and leave with an action plan to ensure future compliance with employment law and best practice HR.

### Facilitator

Ria White  
White HR Solutions

### Topics

1. HR audit on the business
2. Current HR issues
3. Compliance with employment law
4. Best practice HR

**Venue** Irish National Heritage Park,  
Ferrycarrig, Wexford

**Date** Tue, 12th Jun, 2012

**Times** 9.30 – 10.30am  
10.30 – 11.30  
12.00 – 1.00  
1.30 – 2.30  
2.30 – 3.30  
4.00 – 5.00pm

**Cost** €25 per meeting

**Places** 6

## Getting Business Online A Free Website

### Aimed at

Any small business looking to set up their first basic website

### Contents

1. Set your goals - consider what you want to get out of your website
2. Choose a name for your website
3. Register your business to secure your website address
4. Create your homepage
5. Select your preferred design
6. Create a login
7. Add your contact details and a Google map
8. Improving your website
9. Promoting and tracking your website

### Objectives

To guide participants through the process of getting a website up and running. Thanks to "Getting Irish Business Online" by the end of this course their business will have a website.

[www.gettingbusinessonline.ie](http://www.gettingbusinessonline.ie)

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Audrey Nolan/Tracey McCabe  
Westgate Computer Centre.

**Date** Wed, 15th Feb, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

## Facebook for Business Beginners

### Aimed at

Companies interested in promoting their business through social media

### Contents

1. What is social media
2. How do I know what is right for my business?
3. Overview of social networking platforms
4. How to set up Facebook pages for business
5. Best practice
6. Developing a social media strategy
7. Dos and don'ts for consistent communication

### Objectives

To inform participants how new social media tool Facebook can be used in business to promote and sell their products and services.

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Sheila Gallogly  
Marla

**Date** Wed, 22nd Feb, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

# Facebook for Business Advanced

## Aimed at

Businesses that have a functioning Facebook business page, ideally for a period of several months

## Contents

1. Facebook for market research
2. News Feed and Social Objects
3. Creating and harnessing Facebook-friendly text and image content
4. Adding presentations, videos and newsletter sign-up to your page
5. Feed your blog to your Facebook page
6. Connect other social media channels to Facebook
7. Introduction to Analytics: Facebook Insights

## Objectives

To inform participants that are familiar with social media how to build brand awareness and research the market through their Facebook business page.

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Eoin Kennedy  
Elucidate Ltd

**Date** Wed, 28th Mar, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

# Twitter for Business

## Aimed at

Companies interested in promoting their business through Twitter

## Contents

1. Twitter basics
2. How to set up Twitter accounts for business
3. Why Twitter is great for business
4. Setting goals as a business using Twitter
5. Using Twitter for market research
6. Incorporating Twitter into events and event organisation
7. Examples of use of Twitter in business

## Objectives

To inform participants how Twitter can be used to promote their company and research the marketplace and to explain why it is such a useful tool in business.

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Eoin Kennedy  
Elucidate Ltd

**Date** Wed, 18th Apr, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

# LinkedIn for Business

## Aimed at

Companies interested in promoting their business through LinkedIn

## Contents

1. What is LinkedIn?
2. Benefits of LinkedIn for businesses
3. Overview of all LinkedIn components and functions
4. Dissect the LinkedIn profile in detail
5. The art of online self promotion
6. 20 tips to pimp your profile
7. Using X-ray search
8. How to succeed in business by using LinkedIn
9. Showcase your expertise

## Objectives

To inform participants exactly what LinkedIn is, it's benefits and how it can add value to their business.

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Justine Negri  
Sole Recruitment

**Date** Wed, 16th May, 2012

**Time** 9.00am - 5.00pm for 1 day

**Cost** €50

**Places** 10

**Includes** Lunch

# Introduction to Google Adwords

## Aimed at

Companies with an online presence who want to increase traffic to their website

## Contents

1. Overview of pay per click ads
2. How Google AdWords work
3. Bidding strategies, click-thru rates
4. How to run a Google AdWords campaign
5. Researching the marketplace
6. How to write compelling ads
7. How to geographically target your campaigns
8. The importance of landing pages
9. Monitoring and managing Google AdWords campaigns

## Objectives

To enable a business to run an effective Google AdWords campaign and to monitor the results.

**Venue** Westgate Computer Centre  
Westgate, Wexford

**Tutor** Jennie Frizelle  
ADKC Training

**Date** Wed, 13th Jun, 2012

**Time** 9.00am - 1.00pm for 1 morning

**Cost** €25

**Places** 10

## Payment Details

- Please make cheques payable to Wexford County Enterprise Board. Detach and return the completed booking form with your cheque to

**Wexford County Enterprise Board**  
Ardcavan Business Park  
Ardcavan  
Wexford

- Payment may also be made by **Visa, Mastercard and Laser card.** Please contact the office to pay by one of these methods.



- **Online Booking now available**  
**[www.wexfordceb.ie](http://www.wexfordceb.ie)**

PLEASE NOTE THAT :

Placement on any programme is conditional upon receipt of booking fee.

Preference for places will be granted to small businesses ie. less than 10 employees.

Wexford County Enterprise Board can help you start or grow your own business with a range of practical supports including business training, workshops and seminars, experienced business mentors, informal business networks, financial assistance and useful advice.

Our training courses, workshops, clinics, seminars, networks and mentors are heavily subsidised, making them an affordable way to help your business get ahead.

**Profit from our Experience and  
Get on Course for Business Success**



# Booking Form Spring 2012

Business Name \_\_\_\_\_

Business Description \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Fax \_\_\_\_\_ Web \_\_\_\_\_

Mobile \_\_\_\_\_

Course/Event	Participants Name	Gender		Age	
		M	F	25yrs+	-25yr
Business Idea Seminar	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business- Wexford	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business- Enniscorthy	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business- Gorey	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Start Your Own Business- New Ross	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to Tender Successfully	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time Management	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cold Calling & Appointment Making for Sales	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Do or Die Marketing Plan	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Idea Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Health Check Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Relations Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HR & Employment Law Clinic	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting Business Online	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook for Business (Beginners)	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook for Business (Advanced)	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter for Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn for Business	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduction to Google Adwords	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signed \_\_\_\_\_

Date \_\_\_\_\_

## Start Your Own Business

'This course has opened my mind to new ideas and the guest speakers that attended were inspiring.'

'This course has really given me the confidence to start my own business. Information/mentor were top quality.'

'Really enjoyed the group activities in the class. Trainer was always efficiently communicating and enthusiastic.'

## The Do or Die Marketing Plan

'Enjoyed Paula's approach – very friendly and a very informative and worthwhile workshop.'

## Online Marketing Clinic

'Excellent value. I'm delighted I attended.'

## LinkedIn for Business

'Very enjoyable course. Got a lot of new ideas.'

'Really enjoyed the course. Learned loads, very informative – eager for more. Thank you.'

## Facebook for Business

'The tutor was excellent. Very helpful, informative and obviously is good and knowledgeable at what she does.'



**Wexford County  
Enterprise Board**

Promoting, Supporting and  
Developing Enterprise in  
County Wexford

For further information  
please contact:-

Wexford County Enterprise Board  
Ardcavan Business Park, Wexford

Phone 053 912 2965

Fax 053 912 4944

E-Mail [info@wexfordceb.ie](mailto:info@wexfordceb.ie)

Website [www.wexfordceb.ie](http://www.wexfordceb.ie)



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union



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