



Sligo LEADER Partnership

**LEADER Training Programme
available in 2014**

Marketing your Rural Business

Creative Marketing for Rural Businesses

(2 separate courses March/April and May/June)

- Overview of marketing process
- Situation analysis
- Market research
- Target marketing
- The marketing mix
- Promotion
- Marketing plan

Social Media for Tourism Operators - BEGINNERS and INTERMEDIATE

(4 workshops each)

- Local case studies
- Facebook/twitter/instagram/pinterest for business
- Business benefits
- Relevance of SM to your own business
- Other platforms, flickr etc
- Set up/content
- Social media advertising
- Google tools and google adverts
- Blogging
- Online PR/Managing your social media
- Measurement
- Content
- Design
- Analytics & insights
- Social media advertising
- SEO and social media policy

'Media Matters' for Rural Businesses

(four 6 weeks courses delivered by Ocean FM for SLPC)

- Understanding the modern media environment
- Being interviewed on air
- Making your own advert
- Press, radio, on line, social media
- Integrating a marketing campaign over multiple platforms
- Negotiating the best deal on media spend
- Getting press releases on air and pictures on line
- Designing and effective campaign for your business

How to Grow your Rural Business/Idea

Struggling Rural Business

- Business planning for growth and sustainability
- Marketing for growth
- Financial management for growth
- Getting the best out of staff
- Sources of finance
- One to one support

Rural SME Mentoring Programme

One to one assistance for specialised business needs

Rural Women in Business Training

- Idea development
- Market research
- Building your business plan
- Running a business
- Refining your business plan
- One to one mentoring for each participant

Other Training for Rural Business and Communities

Public Procurement Training

Law/thresholds
Tender sourcing
Tender case study
To bid or not to bid
Are you tender ready?
Why do tenders win and fail?
Tender tips

Heritage Training Programme

(3 separate courses)

Connecting Communities with wildlife in County Sligo.
Valuing our built heritage in County Sligo
Focus on our past in County Sligo

Community Reporters Training

Introduction to radio and radio equipment
Print v internet how they work together
Interview skills
video production and editing audio
Production of 10 minute community documentary