



Tourism Training Directory

PREPARED BY: TIPPERARY DESTINATION RECOVERY TASKFORCE

REV 1, 29032021



Contents

List of Training Providers with courses available:

Tipperary Local Enterprise office.....	2 - 3
Tipperary ETB	4
Fáilte Ireland	5-8
County Tipperary Skillnet	9-11



Tipperary Local Enterprise Training Schedule

All courses can be found at the following link:

<https://www.localenterprise.ie/tipperary/Training-Events/Online-Bookings/>

All courses are held online.

1. Social Media Marketing

Developing an Online Business Strategy 11th May 2021

From: 10am until 12pm

Programme Outline

The workshop will give participants practical information to help them create an online business strategy which is aligned and part of the core business strategies

- Defining your website aims and objectives
- An introduction to measurement metrics, and evaluation tools
- An overview of digital marketing techniques and aligning them to achieving core business goals
- Online Competitor analysis
- Niche market development – local; national international
- Website investment versus return
- Overview of online tools to help manage your online business

Cost: €10

Booking: <https://www.localenterprise.ie/Tipperary/Training-Events/Online-Bookings/Developing-an-Online-Business-Strategy1.html>

2. IT Development

Developing Online Videos to Market Your Business 4th and 6th of May 2021

From: 2pm until 5pm both days

Programme Outline

- Marketing health check - assessment of your brand, business & sector
- The communications mix - general understanding of where digital & video slot into the mix
- Identify, fortify and use your Unique Selling Points
- Creating a strong, clear message in video marketing your business

**Prerequisites for completing the programme:**

* You must ensure that you have the following apps (free of charge) downloaded in advance of the Webinar:

- For Apple Devices: iMovie
- For Android Devices : Filmora Go

* Please note, there is a practical element to this course and will require your own Smartphone and/or iPad/tablet in addition to the device you will be using to take part in the online course.

* Participants will need a camera and mic facility to see and hear the tutor & ask questions, receive direction from their course facilitator as required and so the tutor can see them also throughout the webinar

* Participants will need to join the session on a device other than their phones as there will be doing a lot of practical work on the phones during the session and two devices is more beneficial than one.

Cost: €10

Booking from: <https://www.localenterprise.ie/Tipperary/Training-Events/Online-Bookings/Develop-online-videos-to-market-your-business111.html>

Search Engine Optimisation 19th May 2021

From 10am to 12pm

Learners will be guided through adding keywords specific to their own business into their Wordpress website.

Learners will gain an understanding of the importance of reading their website analytics.

Part of the course will focus on Google Analytics and understanding the data. Learners will be guided through the data and how to make decisions based on the data available.

Cost: €10

Book from: <https://www.localenterprise.ie/Tipperary/Training-Events/Online-Bookings/Search-Engine-Optimisation-RC-.html>

Cyber Security for Small Business

This 90 minute cyber security webinar is delivered on Google Meet (no installation required on your desktop or laptop and it works in a normal web browser). The webinar will cover :Spotting email scams, Catching social engineering tricks,Keeping your business website secure, Simple password best practices and Effective authentication.

Cost: €10

Booking <https://www.localenterprise.ie/Tipperary/Training-Events/Online-Bookings/Cyber-Security-for-small-business.html>



Tipperary ETB

All courses can be found at:

<http://tipperary.etb.ie/further-education/courses/?search=1&view=0>

Food Safety

311117 -EHAI - Primary Certificate in Food Safety Clonmel –

From: 26/05/2021

<https://www.fetchcourses.ie/course/finder?sfcw-courseId=311117>

This programme is a 1 day course and is open to anyone interested in achieving this certification. This course is Level 2 HACCP and the certificate is valid for 5 years.

Contact:

Jade Beason

051 640 742

jbeason@tipperaryetb.ie

320901 - National Tour Guiding (Traineeship) Full-time Thurles

The aim of this programme is to enable the learner to acquire the relevant knowledge, skill and competence to provide guiding and tour management services for tourists visiting and travelling in Ireland.

This course will include

6N20229 Irish Tour Guiding

6N20230 National Tour Management

6N20231 Irish Natural Heritage and Culture

Start Date 18/10/2021

End Date 06/05/2022

Duration 29 Weeks

Contact

Recruitment 052 613 4333

courses@tipperaryetb.ie or trainingservices@tipperaryetb.ie

Book at: <https://www.fetchcourses.ie/course/finder?sfcw-courseId=320901>



Fáilte Ireland

While businesses remain closed Fáilte Ireland has tailored a series of supports and financial planning tools, which will equip you with what you need to make future decisions — enabling you to successfully navigate the challenges of the pandemic and providing support in a difficult time. Access the list of supports from here; <https://covid19.failteireland.ie/industry-updates/industry-update-where-to-access-covid-19-support/>

Keeping employees engaged and upskilled through eLearning

To support businesses and their workforces, Fáilte Ireland offers online self-directed eLearning training programmes designed to upskill and designed to motivate teams as part of Fáilte Ireland's response to COVID-19.

These short modular style programmes (each averaging 40 mins with an online assessment) can help businesses maintain staff engagement while they work remotely or operate reduced working hours.

The Fáilte Ireland Learning Hub offers 15 short module programmes which are available to employees of all levels, from frontline to management across three specific learning categories:

- Road To Recovery
- Management
- Operations

Register here to find out more and qualify for free access to this training support for management and staff:

<https://tradeportal.failteireland.ie/SignIn?ReturnUrl=%2Fmy-business-supports%2Fbusiness-support-details%2F%3Fid%3De693c623-4f8a-ea11-8123-005056a72ee4>

Fáilte Ireland Refreshed Accredited Service Excellence Programme (ASE)

The hub also hosts Fáilte Ireland's eLearning Accredited Service Excellence (ASE) programmes updated to reflect the current COVID-19 environment including sector-specific programmes (Activities, Attractions and Transport).

The updated 1.5 hour interactive programmes aim to empower staff with valuable insights, tips and guidelines on giving customers a highly positive and memorable experience. The programmes will also help show businesses how to create opportunities to drive revenue. **Register here to find out more and**



qualify for free access to this training support for management and staff: <https://tradeportal.failteireland.ie/SignIn?ReturnUrl=%2Fmy-business-supports%2Fbusiness-support-details%2F%3Fid%3De693c623-4f8a-ea11-8123-005056a72ee4>

Free resources to support your business to reboot and recover

Now is the right time to review your revenue management and sales and marketing strategies; that way your business will be prepared for the new marketplace that will face us post COVID-19. Time invested in upskilling, website optimisation and rethinking your key segments – in terms of who best to target post-COVID-19 – will help your business to successfully relaunch when the time comes.

There is a wealth of free, comprehensive supports available to businesses. We've created a list of those designed to help tourism businesses build their expertise in areas such as Digital Marketing, Management and Finance and more. The sections noted below will be updated regularly as we continue to add to new courses and resources scheduled for the coming months. **Register here to find out more and qualify for free access to this training support for management and staff:**

<https://tradeportal.failteireland.ie/SignIn?ReturnUrl=%2Fmy-business-supports%2Fbusiness-support-details%2F%3Fid%3De693c623-4f8a-ea11-8123-005056a72ee4>

Categorisation & Schedule of Supports **Programme Content Detail**

Demand Creation

1. Marketing on a Shoestring (New)

Practical advice on how to win a fair share of domestic and local tourism business in 2021 by engaging in low cost or no cost tactical marketing activity. Optimise Web and Social Channel Performance.

2. The fundamentals of converting more web traffic into sales (New)

2-part virtual training programme for businesses sales management and digital teams with strategic and tactical advice on how they can generate more sales from their website visitors

3. Driving F&B Sales Demand *(see below under Operational Management)*

Practical advice on how to win a fair share of domestic and local tourism business in 2021 by engaging in low cost or no cost tactical marketing activity. Optimise Web and Social Channel Performance.

Finance Programmes



- 1. Key Finance Metrics for Small Hotels (New)**
- 2. Key Finance Metrics for Rooms Department Heads (New)**
- 3. Key Finance Metrics for F&B Department Heads (New)**
- 4. Key Finance Metrics for Spa & Leisure Department Heads (New)**

These Key Finance Metrics programmes are designed to help HODs and those responsible for managing budgets, costs and profit margins learn how to manage their departmental P&L, set KPIs, monitor performance and understand their contribution to overall financial success of the business. The participants will become better equipped to effectively manage the financial performance of their department.

Operational Management – Food & Beverage

Lean F&B - Driving Innovation, Revenues & Efficiencies (New)

A suite of training programmes and business supports for Senior Management, F&B Managers and Senior Chefs to support the business innovate and optimise its F&B operations and revenue streams to drive F&B profitability & support business recovery

- **Making Menus work (New)** (2-part virtual training programme x 15-20 pax) *Menu Re-engineering & Food Costing for breakfast; Lunch, Room Service, All day Dining, Food to Go and Outdoor Dining to deliver improved sales and profitability of food experience across the business.*
Targeted at F&B Manager, Senior Chef
- **Service to Sales (New)** (2-part virtual training programme x 15-20 pax) *Drive a strategic change management programme to establish a culture and business model and training tools in upselling across the business to grow sales and increase revenues per customer for F&B* *Targeted at F&B Manager, Senior Chef, Supervisors and other front facing departmental HOD's*
- **Driving F&B Sales Demand (New)** (1-part virtual training Programme x 25/30 pax) *Developing & implementing a tactical F&B sales recovery & growth plan*
Targeted at F&B Manager & Business sales & marketing team
- **Breakfast Efficiency Toolkit (New)**
Launching End of February on our COVID Support Hub, this 8 part Toolkit with extensive range of supporting tools, templates and cheat sheets as well as labour cost and food cost calculators will help hotel owners, chefs and managers to pivot and expand their Breakfast Service to be more profitable, enhance the customer experience, increase sales and grow



customer spend while reflecting modern lifestyle needs and healthy eating preferences Relevant to business owners, senior managers, chefs and F&B Managers seeking to innovate, pivot and improve the performance and profitability of the Hotel breakfast offering.

➤ **Inside Food Podcast Series** (new)

A 7-part Podcast Series with Subject Experts and Industry Practitioners in conversation offering advice and tips on delivering food service in 2021 - informed by consumer research & food trends, exploring innovation, technologies, and operating efficiencies from procurement to food production; menu engineering to upselling; labour costs to food waste as well as food service models for Breakfast; Food to Go/Click & Collect, Outdoor Dining and All-day Menus

Relevant to business owners, managers, chefs and F&B Managers who are seeking to innovate, pivot and improve the performance and profitability of their F&B Operation



County Tipperary Skillnet

Training events can be found at;

[https://www.countytipperaryskillnet.com/store/c2/Upcoming_Programmes %26 Events 2021.html](https://www.countytipperaryskillnet.com/store/c2/Upcoming_Programmes_%26_Events_2021.html)

CREATING DIGITAL CONTENT WITH LASTING ENGAGEMENT- MARLA COMMUNICATIONS-

From: 27TH MAY, 3RD & 10TH JUNE 2021

Cost: €259

Creating Digital Content with Lasting Engagement with Marla Communications
3 hour one to one mentoring sessions will be scheduled directly with each participant.

Each participant will receive 3 hrs one to one mentoring. The primary focus of these sessions will be to help each participant understand content creation in the context of their own business and persona groups. A further goal of the mentoring will be to assist each company with the development of a usable and easy to manage weekly content plan. Finally, each participant will be given step by step support to enable them to design and develop their own visual and video content for all future posts.

Book from:

<https://www.countytipperaryskillnet.com/store/p132/CreatingDigitalContentwithLastingEngagement.html>

Problem Solving & Critical Thinking- Online-21st May 2021-

From: 9:30am-12:30pm

Cost: €39

This 3 hour 'Problem Solving & Critical Thinking' workshop is one in the 'New Links Training Solutions' Personal and Professional Development series. New Links Training Solutions are experts in leadership, management and professional development training and are a QQI registered training provider.

At the end of this 3 hour workshop participants will be able to:
Identify their critical thinking skills and identify their critical thinking style.
Explore the critical thinking process and be able to assess diverse viewpoints/contributions.
Improve key critical thinking skills, including active listening and questioning.



Systematically analyse context and information to clearly understand and identify a problem.

Use critical thinking and problem-solving tools to overcome obstacles and objections.

Select the best technique for making decisions.

Learn how to avoid individual and collective decision making pitfalls.

Training will be live-streamed using a virtual training platform, complete with 2-way audio, visual presentations, course chat, and live questions which allows for in-classroom and online interactions. While laptops/ desktop PCs are the preferable option, mobile devices can also be used. But, please note that participants usually perform better when interacting with virtual classrooms when using a keyboard and mouse as they can type questions directly to the instructor, or ask a question using their computer microphone.

Remote participants should be aware that the instructor will call upon them for their input just as if they were in the physical room.

All instructions, course work, and materials needed will be sent out in advance for the participant to print. It is recommended that everyone should have a notebook available to take notes

Book from:

https://www.countytipperaryskillnet.com/store/p106/Problem_Solving_%26_Critical_Thinking-Online-21st_May_2021-9%3A30am-12%3A30pm.html

Lunch & Learn- Instagram as a Sales Channel- Wednesday 26th May-

From: 12:30pm-2pm

County Tipperary Chamber, LIT Questum, County Tipperary Skillnet & Sandra Hennessy of Be Dynamic have collaborated to bring you the latest in our series of FREE Lunch & Learn informal networking events.

Maximise your use of Instagram and network with other companies.

Book from:

https://www.countytipperaryskillnet.com/store/p133/Lunch_%26_Learn-Instagram_as_a_Sales_Channel- Wednesday_26th_May-12%3A30pm-2pm.html



Women in Leadership- Challenges & Opportunities

Women in Leadership Development Training Programme

From: 12th, 14th & 19th May - 3 x 2hrs - 10am-12noon

Cost: €259.00

This Leadership Development Training Programme will be delivered online by The HR Suite- HR Consultants and Employment Law Experts. Targeted at female leaders who want to improve their confidence and management skills and maximise their impact and productivity by doing the right things to add real value to their business.

The programme consists of 3 x two-hour interactive tailored training sessions, when all 3 training modules are completed each participant will have a 1 hour one to one session with the HR Suite to help complete your personal development plan.

Book from here:

<https://www.countytipperaryskillnet.com/store/p131/Womenin-Leadership.html>
