

‘Operation Business Internet’.

Winter 2009

Operation Business Internet is designed to empower business people to harvest opportunities through the use of the internet. The internet is rapidly increasing in importance and being able to harness the World Wide Web in a commercial sense is now a key competitive advantage.

Participants of the programme will receive in-depth and expert training from Management Consultant, Peadar Tóibín and Internet Consultant, Larry O Connor in the following:

Seminar 1. **Is your Business Ready for the Internet.** This Seminar comprehensively reviews existing business objectives, develops internet strategy to achieve these business objectives and sets out a clear implementation plan for strategy realisation.

Seminar 2. **Grow your own Business through Marketing.** This Seminar introduces participants to Market Research, Marketing Principles, Marketing Strategy and Internet Promotional Opportunities.

Seminar 3. **Generating Sales Online.** This seminar details how to maximise sales through the use of an Online Sales Plan, a Sales Activity Pipeline, creation of Sales Opportunities and Customer Care.

Seminar 4. **How to Take your Business Online - Part 1.** This Seminar includes an introduction to web design, web creation considerations, planning your website and shows participants how to develop their own website.

Seminar 5. **How to Take your Business Online - Part 2.** This Seminar identifies the key issues in the selection of a website developer and how to develop E-commerce opportunities.

Seminar 6. **Marketing on the Internet.** This seminar shows participants how to use email, press releases, discussion rooms, Facebook, Twitter and Search Engine Optimisation to increase website traffic and reach out to customers.