

BULLSEYE - TRAINING COURSE OPTIONS 2020

Business Course Title	Course Overview	Course Duration	Training Hours	Training Time	Participants
BRANDING YOUR BUSINESS	<p>Participants on this training Course will gain the knowledge required to brand their business effectively. On completion of the course, participants will have:</p> <ul style="list-style-type: none"> ✓ Understand how to create a strong Brand. ✓ Understanding of the importance of effective branding ✓ Understand how to create a brand plan for their business 	1 day	8 hours	9am-5pm	Max 20
BRANDING & PACKAGING FOR THE FOOD BUSINESS	<p>This course is for new and existing businesses wishing to develop effective brand and packaging design. It supports participants with focused strategic thinking and innovative creativity to deliver impactful brand design and achieve successful brand & packaging performance. On completion of the course, participants will have:</p> <ul style="list-style-type: none"> ✓ the necessary functional skills to launch or 're-brand' their food product range ✓ an understanding of the importance of effective branding & packaging ✓ the knowledge and skills required to develop effective branding & packaging strategies for their business 	2 days	16 hours	9am-5pm	Max 20
POST BREXIT - FIRST STEPS TO FOOD EXPORTING	<p>This two-day food export training course will meet the individual needs of each food company participant, whatever their level of exporting knowledge. It is constructed to be a results-driven, practical, engaging, food export training Course.</p>	2 days	16 hours	9am-5pm	Max 20

FOOD 'EXPORT PLAN' DEVELOPMENT	The aim of this project is to assist small and medium sized food and drink businesses to develop a comprehensive Export Plan in order to successfully export.	2 days	16 hours	9am-5pm	Max 20
INNOVATION & NEW PRODUCT DEVELOPMENT	The purpose of this programme is to assist participants to generate and develop innovative new food products which address emerging gaps in the market and to provide participants with the knowledge required to take a product from concept through to launch	2 days	16 hours	9am-5pm	Max 20
ON FARM DIVERSIFICATION - Developing FOOD Opportunities	This course is aimed at Farm families seeking to supplement their existing farm incomes using alternative on-farm resources.	1 day	8 hours	9am-5pm	Max 20
START YOUR OWN FOOD BUSINESS COURSE	This programme is aimed at new food entrepreneurs/ pre-start-ups wishing to establish, grow and develop sustainable food businesses. The primary aim of this programme is to provide participants with the business management skills, sector knowledge, and technical & innovation skills required to achieve sustainable growth in their food business.	2 days	16 hours	9am-5pm	Max 20
TRADE SHOWS : Effective Planning & Participation	The aim of this programme is to support participants with pre-event planning and preparation in order to maximise the benefits from trade show participation.	1 day	8 hours	9am-5pm	Max 20
FOOD STARTER PROGRAMME	The Food Starter Programme is a standalone programme designed for early stage producers wanting to upskill. The Programme is targeted at either pre-start up or those within the first 24 months of trading. The maximum capacity per workshop is 15 participants. The Food Starter Programme is a "feeder programme" for the Food Academy and it is mandatory for all producers thinking about participating in the Food Academy Programme to have completed the Food Starter Programme.	2 days	16 hours	9am-5pm	Max 20

