

ICCC

2022 Business Supports



National Schedule of Tourism Capability Supports



Plan for Success in 2022

With Fáilte Ireland's Schedule of Support Programmes



National Schedule of Tourism Capability Supports



Key Business Disciplines in Focus for 2022



National Schedule of Tourism Capability Supports



Key Benefits



**Easy and accessible
supports schedule**



**Wide choice of
expert subject
matter available to
all tourism
businesses**



**Pre programmed
schedule means
businesses can
plan in advance**



**Useful tool for Team
development within
businesses – help
employee retention**

Programmes Relevant to ICCC Members



Plan for Success

With Fáilte Ireland's Schedule of Support



SUPPORTS PROGRAMME SCHEDULE

April 2022

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DATE	TYPE	TOPIC	DESCRIPTION	LOCATION	COST
04 Apr 2022	Training - Virtual online	Marketing on a Shoestring for Attractions & Activities	Practical advice and tips for Attractions and Activity Providers on how to promote and sell online and offline to the domestic and local visitor.	Online	100% subsidised by Fáilte Ireland
05 Apr 2022	Training - Virtual online	Digital: E-mail Marketing for Measured Results	Email marketing strategy and tips for successful campaigns and increased sales.	Online	100% subsidised by Fáilte Ireland
06 Apr 2022	Training - Virtual online	Food Waste Management for Owners, F&B Managers and Chefs	Start your focus on profitability		

SUPPORTS PROGRAMME SCHEDULE

May 2022

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DATE	TYPE	TOPIC	DESCRIPTION	LOCATION	COST
03 May 2022	Training - Virtual online	Climate Action: Introduction to Energy Mat for Tourism with SEA	Creating your Energy Action Plan for your tourism business in six steps	Online	100% subsidised by Fáilte Ireland
09 May 2022	Training - Virtual online	Digital: Driving Sales through Unpaid Channels	Improve customer engagement, sales & revenues with content, SEO, e-mail marketing & social media. Note: Registration closes on 29th April 2022.	Online	100% subsidised by Fáilte Ireland
10 May 2022	Training - Virtual online	Digital: Using Google Ads to Drive Demand	Improve your ability to use Google Ads to drive demand, optimise budget spend and measure ROI. Note: Registration closes on 3rd May 2022.	Online	100% subsidised by Fáilte Ireland
11 May 2022	Training - Virtual online	Marketing on a Shoestring for Attractions & Activities	Practical advice and tips for Attractions and Activity Providers on how to promote and sell online and offline to the domestic and local visitor.	Online	100% subsidised by Fáilte Ireland
12 May 2022	Training - Virtual online	CRM and Database Management	Using your customer database to build effective, personalised, GDPR-compliant relationships.	Online	100% subsidised by Fáilte Ireland
23 May 2022	Training - Virtual online	Marketing on a Shoestring for Tourism Micro-Businesses	Practical advice and tips on how to promote and sell to the domestic and local visitor.	Online	100% subsidised by Fáilte Ireland
26 May 2022	Training - Virtual online	Digital: Driving Paid Channels	Optimise paid digital channels performance to drive website traffic and convert interest to sales. Note: Registration closes on 18th May 2022.	Online	100% subsidised by Fáilte Ireland



TOURISM
CAPABILITY SUPPORTS

Plan for Success in 2022

With Fáilte Ireland's Schedule of Support Programmes
for Caravan & Camping Parks

April 2022

DATE	TYPE	TOPIC	DESCRIPTION	LOCATION	COST
22 Apr 2022	Webinar	<u>Live Webinar: Recruiting Students: Insights from Education Providers (Clare, Limerick & Westmeath)</u>	Live Webinar: Recruiting Students: Insights from Education Providers (Clare Limerick & Westmeath)	Online	100% subsidised by Fáilte Ireland
25 Apr 2022	Webinar	<u>Live Webinar: Recruiting Students: Insights from Education Providers (Dublin)</u>	Live Webinar: Recruiting Students: Insights from Education Providers (Dublin)	Online	100% subsidised by Fáilte Ireland
26 Apr 2022	Webinar	<u>Live Webinar: Recruiting Students: Insights from Education Providers (Cork & Kerry)</u>	Live Webinar: Recruiting Students: Insights from Education Providers (Cork & Kerry)	Online	100% subsidised by Fáilte Ireland
28 Apr 2022	Webinar	<u>Live Webinar: Recruiting Students: Insights from Education Providers (Donegal, Galway, Sligo)</u>	Live Webinar: Recruiting Students: Insights from Education Providers (Donegal Galway Sligo)	Online	100% subsidised by Fáilte Ireland
22 Apr 2022	Webinar	<u>Live Webinar: Recruiting Students: Insights from Education Providers (Clare, Limerick & Westmeath)</u>	Live Webinar: Recruiting Students: Insights from Education Providers (Clare Limerick & Westmeath)	Online	100% subsidised by Fáilte Ireland

May 2022

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03 May 2022	Training - Virtual online	<u>Climate Action: Introduction to Energy Mgt for Tourism with SEAI</u>	Creating your Energy Action Plan for your tourism business in six steps	Online	100% subsidised by Fáilte Ireland
09 May 2022	Training - Virtual online	<u>Digital: Driving Sales through Unpaid Channels</u>	Improve customer engagement, sales & revenues with content, SEO, e-mail marketing & social media. Note: Registration closes on 29th April 2022.	Online	100% subsidised by Fáilte Ireland
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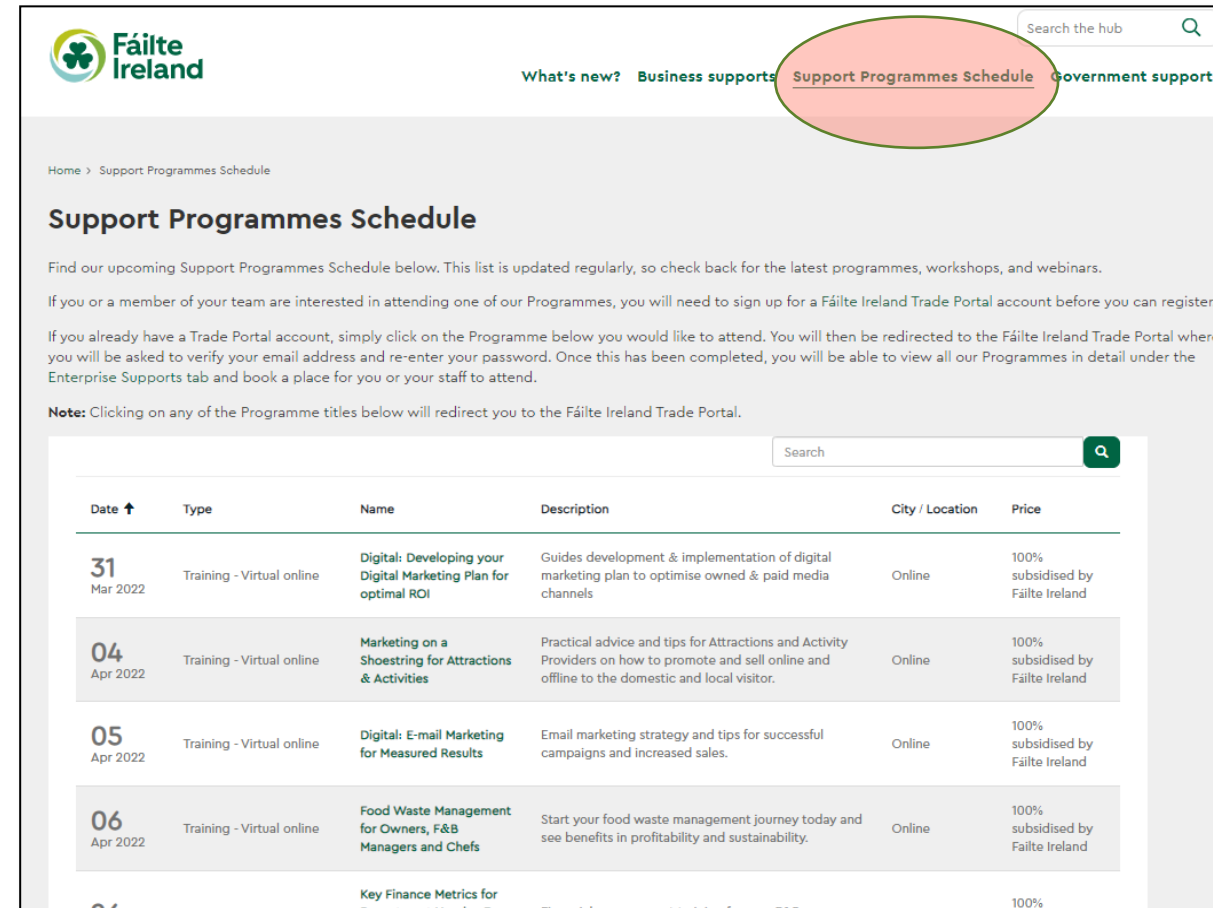
How to Access the National Schedule



1. Log into the Enterprise Supports section of [Fáilte Ireland's Trade Portal](#)

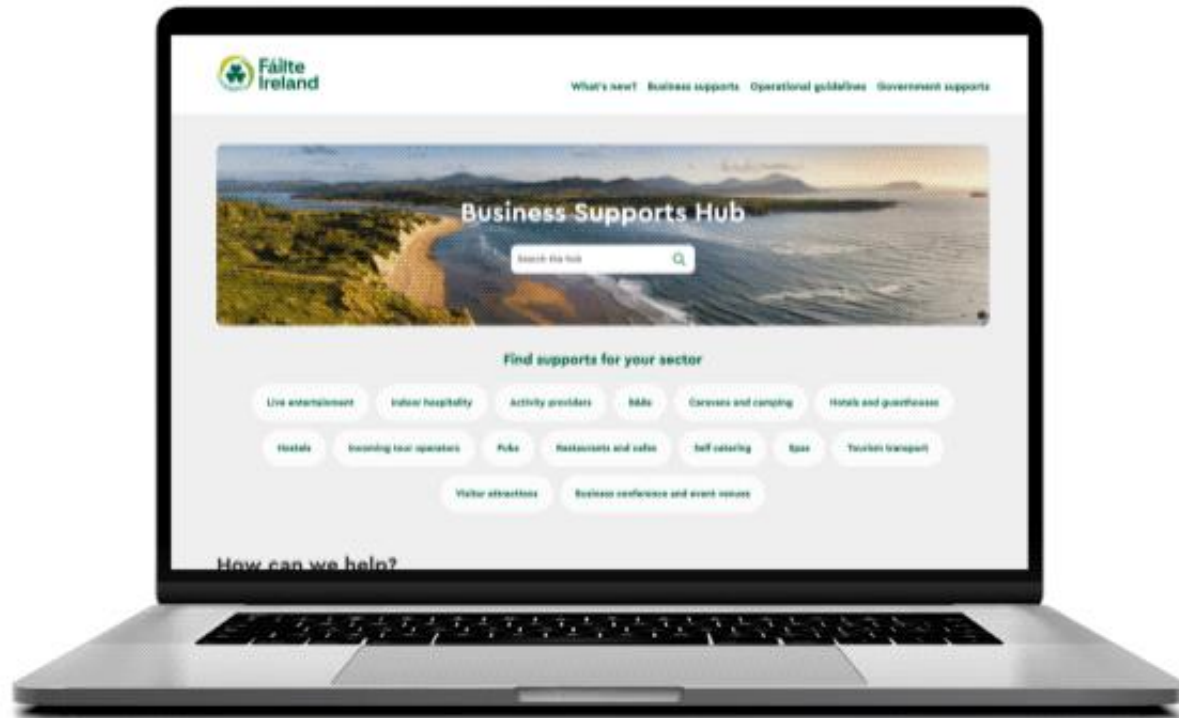
OR

2. Visit the Support Programmes Schedule on the [Fáilte Ireland Business Supports Hub](#)



Business Supports Hub

The latest and most up to date expert advice and guidance including tools, expert webinars and tips and templates. Find all the details on the 50+ free supports available on the Support Hub [here](#).



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ALWAYS ON –
E LEARNING



PRACTICAL TIPS
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