



IRISH DIRECT MARKETING ASSOCIATION LTD

## **How to access subsidised, value for money training for your business:**

*By Lorcán Ó hÓbáin*

The IDMA in conjunction with The Design, Print and Packaging Skillnet provides a range of targeted, subsidised training to member companies which are designed to enhance business performance. Funded by Skillnets Ltd, the network aims to deliver value for money training to members about topics they wish to see addressed and in ways which suit the members. The purpose of the programmes funded is to assist members to improve their firm's performance.

Since its inception, the network has been able to offer a wide range of training programmes, all of which have been provided in direct response to member companies' expressed needs. This means members are in a position to set and change the agenda and the Network Manager's role is to explore the range of needs and to develop solutions which firms will then support. Members consistently rate the programmes highly and feedback that the training is making a real difference to how they operate.

Many programmes are short in duration and address specific skills development. These programmes include DTP skills, using MS Office professionally, sales skills in the area of planning, cold calling, preparation and face to face sales skills, debt collection, manual handling and many others. We have also developed a range of accredited programmes which are more long term in nature and include a full Masters programme, a Diploma in Print and Digital Technology Management, a Diploma in Packaging Technology and a Certificate in Digital Printing and Finishing Technology.

The Masters programme is designed for senior managers and focuses on the areas of leadership, marketing, finance and HR. It is making a tangible difference to the firm's involved while their managers work through the programme. Given the rate of change and the challenges presented in the current environment, ensuring that business leaders have the skills and competences to review, manage and plan for their businesses is critical.

Working with members of the IDMA allows the training network to understand needs and to develop programmes which add value to individual businesses through enhancing the range and competence of employees.

Most of programmes are delivered with more than one company involved. Far from being a competitive threat, experience shows there to be a tremendous

amount to be learned within a group of participants and that the commonality of industry experience and issues assists in this process.

In addition however, individual companies can also be assisted with projects which can only be run internally. IDMA members can email [services@idma.ie](mailto:services@idma.ie) to investigate if we can assist with funding and with the identification of suitable trainers. By way of example, a company made contact with the network to seek advice on a training need which existed with some of their team leaders. Working in conjunction with one of the network's preferred trainers, a 4 day programme has been discussed and agreed. Not only will the company save on the cost of the programme, the value which we could add by quickly being able to identify a suitable and professional trainer was considerable.

Please see <http://www.idma.ie/events-training/training.html> for forthcoming dates or email [services@idma.ie](mailto:services@idma.ie) to investigate a need. Further information on the network can also be found via [www.dppskillnet.ie](http://www.dppskillnet.ie).