



Design & Crafts  
Council Ireland

# Building a Craft & Design Enterprise Programme **2021**



Oifig Fiontair Áitiúil  
Local Enterprise Office  
Gaillimh • Galway



# Introduction

**Building a Craft and Design Enterprise (BCDE) programme.**

**A Design Crafts Council Ireland (DCCI) and National Local Enterprise Office (LEO) initiative supporting the Craft and Design sector.**

**Are you an ambitious craftworker or designer looking to inject fresh new ideas and more structure into your enterprise?**

**Do you believe you need to work smarter to better develop a sustainable business in a changing world?**

The BCDE programme could be exactly what you need to recognize opportunities, boost your work in the marketplace through focussed design led workshops.

Since 2015 almost 400 talented craft and design enterprises, from all over Ireland, have become part of the BCDE family. Graduates of the programme have gone on to heighten their profile, increase their market share, explore new markets, and significantly improved online presence.

The programme has always been adaptable to the needs and disciplines of participants while recognising ongoing changes in the marketplace. In 2020 the programme(s) were a much-needed support and help to designers while navigating unprecedented challenges during the pandemic.

**Graduates of the Building a Craft and Design Enterprise BCDE 2021 programme will have:**

- The tools to self-audit and future plan
- Understand current market and design trends
- Develop a leaner business model
- The ability to recognise and respond to current opportunities in the market
- Be stimulated to enhance design and product presentation
- Brand product effectively.
- Improve the quality and effectiveness of online activity
- Cost and promote your product in the marketplace
- Peer and network support during and post-graduation
- 8 days training
- Bespoke 1-2-1 mentoring sessions



# Design Crafts Council Ireland and Local Enterprise Offices Programme for creative enterprises looking to inject new ideas and approaches to product development into their practice.

*Due to Covid 19 Restrictions, some of  
these training events will be delivered online.  
Face-to-face training will resume when  
restrictions are eased.*



# Programme

10th June

## WORKSHOP 1:

**Webinar Introduction to the BCDE programme:**  
Your enterprise, your craft and design brand, first steps.

Via  
Zoom/Skype  
Mentoring

1

1st July

## WORKSHOP 2:

**Website audit & optimisation including:**  
1-to-1 web audits for your business.

Via  
Zoom/Skype  
Mentoring

2

15th July

## Design & Business Trends in changing times Focusing in on significant skills of:

- The tools to self-audit and future plan
- Understand current market and design trends
- Develop a leaner business model
- The ability to recognise and respond to current opportunities in the market
- Be stimulated to enhance design and product presentation
- Brand product effectively

Via  
Zoom/Skype  
Mentoring

3

12th Aug

## PRODUCT DEVELOPMENT PART 1

- How do you approach making - do you think design, function, form?
- Building on your successes
- Who are your customers?
- How do you present your work?
- Production planning / Time management

Via  
Zoom

4

2nd Sept

## My business structure and organisation

- Ten steps to good business practice

Via  
Zoom

5



# Programme

7th Oct

## Costing and Pricing - my design and production

- Achieving accuracy for profitability.
- Defining how much your customer is willing to pay
- Getting your margins right

Workshop  
Via  
Zoom

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TBC

## PRODUCT DEVELOPMENT PART 2

The 1-2-1 clinics are a follow up from the product development part 1 segment of the programme and will assess inspiration from the London trip.

The clinics are a focussed one-to-one session and include an audit and review of current product offerings and provide the opportunity to engage and discuss new and developing work. Thereby generating an individual action plan of key achievable tasks to be undertaken to improve the viability of product or R & D of alternative products.

Online  
Mentoring

4th Nov

## Website audit & optimisation: Part 2

Workshop with web audits for your individual business.

Workshop  
Via  
Zoom

7

2nd Dec

## Effective use of Social Media - PR & Sales

- Effective Use of Social Media for PR
- The Designers Perspective, Presentation and Q&A
- Steps to Selling on Social Media

November 2021: National Certificate Presentation

3 x 2hr  
Zoom  
Sessions

8

## London / International Research

An accompanied Research Trip to London with on the ground retail focus suitable to business profiles.

Opportunity to network with craft & design business from other LEO's.

*Covid 19 permitting*



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# Mentor Examples



## Nuala Browne-Treacy

**Owner**  
**Meraki Marketing**

**www.merakimarketing.ie**  
is a social media marketing company, designing and delivering training in social media marketing, strategies, content and tools.

Mentoring and coaching SME's in Digital Marketing as they grow their businesses and market themselves to the increasing online audience.

A gifted marketing and sales consultant, business mentor, & social media marketing trainer.

Nuala has over 25 years' experience in Retail Management, Buying, Wholesaling, and Hospitality.

An educator and evangelist of brilliant customer experiences and service, Nuala now specializes in consulting and training SME's and business owners, developing their Digital Marketing Strategies, Social Media Marketing, Content Marketing and using the tools to connect with their customers.



## Marianna Kane

**Product Designer,**  
**Web Designer & lecturer**  
**DesignBurst Limited**

**@designburst**  
**@mariannakanedesign**  
Marianna is an esteemed designer with over 12 years experience in Product and website design.

She runs a busy design firm in Meath and loves to share her insights into design and business.

In an ever-changing world, creative need to adapt in order to thrive in business.

Diversifying your product offering might seem daunting at first but this step-by-step approach will allow you keep ahead of economic changes and market trends without losing customers.



## Florence Magee

**Owner**  
**The Network of Atoms**

**@networkofatoms**  
**@florenceharmelinmagee**  
Florence Magee (née Harmelin) is a business trainer and mentor for the creative and cultural industries. Originally from France, Florence is a true European and adopted Ireland as her home since 1998.

Florence's expertise lies in her ability to match the realities of working in the creative sector and innovative business practices. She has a BA in Management from the Kedge Business School (France) and an MBA Management of Creative Industries at the University for the Creative Arts (UK).

Florence also worked as a handweaver for over 5 years, apprenticing in Co. Mayo before creating her studio in Dublin.

# Mentor Examples



## Colin McKeown

**Creative Director**  
[www.whitespace2.com](http://www.whitespace2.com)

 **@colinmckeown2**

With over 35 years experience working in advertising, design and the creative industries, Colin has designed brands and communications strategies for both public and private sector clients. He has also held many senior positions in design and has practiced in both London and Dublin.

Currently he continues to advise and provide consultancy services in brand and service design to clients throughout Ireland and the UK. Part of the highly successful Irish Design 2015 initiative team, he has been a DCCI mentor in design and brand for over 5 years and works in the design and craft sector, as well as with businesses in other areas.

Today's businesses require excellent user experience, with understanding customers vitally important when building a brand using online media and marketing. Colin's design approach to building a successful brand, helps clients develop their products and services effectively.



## Jane Manzor

**CEO and Marketing Consultant**  
**Manzor Marketing**

**[www.manzormarketing.ie](http://www.manzormarketing.ie)**

Jane Manzor is the owner of Manzor Marketing, a boutique marketing agency set up in 2016. She has over 20 years' experience in the marketing arena and has worked for a large range of organisations such as Unilever and Jacob Fruitfield.

She is a marketing mentor on several local enterprise boards, Enterprise Ireland, IntertradeIreland and now with the Design and Crafts Council of Ireland.

She is passionate about helping small business succeed (having being reared in two herself!). Jane loves design and fashion in particular and has mentored several clients in this area.

She is a true professional and is passionate about marketing and getting the best results for her clients.



## Meabh Ring

**Gift, Craft & Design Consultant**

 **@MeabhBiz**

Meabh Ring has worked in the creative sector for over 20 years first as a product designer, later as a retailer and now as a business advisor and mentor.

She works with designers and makers in their 'start up' phase and in the early stages of business development as they defined their brand and craft product.

Meabh has worked with craft, design and retail businesses in marketing, sales and export. With this experience she has gained knowledge, understanding and insight into our creative industries and their business needs.

# Selection Criteria

The selection panel will select participants based on the following criteria. The max percentage of marks allocated to each area is indicated below.

<b>Commercial Potential</b>	of product or offering, potential for growth & development	<b>10%</b>
<b>Relevance to Market</b>	where product fits within the market, your market awareness	<b>10%</b>
<b>Quality of Online Marketing</b>	web / social media presence & how you engage with target market	<b>10%</b>
<b>Trading Level</b>	the stage the business is at and its potential for development	<b>10%</b>
<b>Quality of Work</b>	quality of design, presentation and finish of the product	<b>40%</b>
<b>Quality of Proposal</b>	how you propose to use the programme to support and benefit your business skills and business development	<b>10%</b>
<b>Programme Suitability</b>	evidence that the programme will create immediate benefit to your business	<b>10%</b>

## What can I expect from this programme?

1. Awareness of future trends.
2. A move towards new products / ranges for growth.
3. Tools you can use for future product development.
4. Strategies for getting your product to new markets and increasing market share.

## Schedule & Fees

**Dates:** may be subject to slight change and venues will be confirmed before sessions commence.

**Workshops:** are delivered over zoom.

**Fees:** NB: these programmes are heavily subsidised.

**BCDE** Programme €50 (paid to the LEO) **GetSet** Programme €30 (paid to the LEO).

**Mentoring:** sessions are approx 45-60 minutes per participant and time slots are allocated by DCCI (In the case of online mentoring, Mentors & Mentees will agree mutually suitable times).

**Closing date for submissions:** 21st May 2021

If successful, applicants will be notified by 28th May 2021.  
Payment link will also be emailed by this date.

Please email Caroline McDonagh: [cmcdonagh@leo.galwaycoco.ie](mailto:cmcdonagh@leo.galwaycoco.ie) to request an application form.



# Testimonials

*"I did enjoy taking part in the BCDE Programme. It gave me a lot of confidence and support in going forward with my business. Thinking of other ways to approach things and learning a lot about the craft market. It definitely has given me ideas to develop and build a support system for me and my business."*

*Anne Marie Reinhold*

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*"Completing the programme had a huge impact on me and my business. It gave me the expertise and knowledge to progress to the next stage and to focus on different areas which have increased my brand awareness and sales. Would 100% recommend the BCDE programme."*

*Lorraine Fletcher, Artist [www.lorrainefletcherartstudio.com](http://www.lorrainefletcherartstudio.com)*

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*"The Get Set programme was by far the best and most inspiring course I have ever done. I feel so lucky to have been a part of it. Bernie and Colin and all guest speakers brought something new and exciting to the table."*

*The course covered all areas of setting up a business and set me up with the confidence to launch my new product. The outcome of the course has also resulted in a close network of design friends."*

*Niamh Gillespie, Creative Director [www.tidings.ie](http://www.tidings.ie)*

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*"I found it great for my confidence and for networking, the course began a journey...to find oneself and to believe in yourself...a renewing of belief in your product and yourself... finding respect and keeping it... the above would indicate what I feel."*

*El Marie Mahon, Charlie Mahon Ceramics*

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*"The BCDE programme offers craft businesses a great opportunity for peer learning and training from consultants with vast knowledge of the craft sector, both nationally and internationally. All the Donegal businesses have received great benefit from participation on the programme. I would highly recommend all craft and design enterprises to do the programme."*

*Grace Korbel, Donegal LEO*

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*"The Building Craft and Design enterprise programme (BCDE) is a essential component of our support offering here in the LEO in Galway. With a large and diverse craft and design sector we have been offering supports in this area in partnership with the Design and Crafts Council of Ireland since 2012. We found a dearth of focused supports for this sector in the region and partnering with the DCCol we filled this gap and brought together makers and designers from all corners of Galway city and county who were seeking help, tools and guidance with their ideas and enterprises. The BCDE is a seven month programme which covers all of the aspects of running and growing a business specific to craft and design with the expert guidance and 1 to 1 supports from experienced DCCol mentors and trainers."*

*This programme has guided and provided the necessary tools to many enterprises and individuals allowing them to grow and sustain their enterprises becoming household names. We are delighted to be part of running this core support and appreciate the ongoing support and expertise from the DCCol."*

*Caroline McDonagh, Galway LEO*

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*"The impact this programme had on my business was two fold... examining in depth what I had on offer and harnessing the intangible value that my business gives brought clarity & a deep understanding on how to run a craft business. "*

*Suzanne Clarke, Clarke's of Dublin*



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