



## Building a Craft & Design Enterprise Programme 2020



DCCol and Cork LEOs are seeking ambitious, creative enterprises, trading for at least 18 months, that wish to inject new ideas and approaches to product development into their practice.

### Boost your product into new markets through a series of design-led workshops!

Over 7 months...

7 days training

5 one-to-one Mentoring Sessions

London Trade Show Research Trip

- You Will**
- Enhance your design and product
  - Develop your branding
  - Cost and promote your product in the market
  - Research future markets



# Programme



Sept  
2020

## London Research Trip Collector Show

Research trip to London September 2020 – trade show – either Top Drawer or London Design Festival with on the ground retail focus depending on business profile. Opportunity to network with craft and design business from other LEOs.

An accompanied research trip to London

5 March  
2020

## 1. Current Design & Business Trends

Training  
Day

*Topics covered include:*

- How marketing principles apply to a creative business.
- The value of research
- Is there demand existing /growing for what you make?
- Developing new routes to new markets
- Who and where are your competitors?
- How can you keep visible in a busy market place?
- Are you in tune with Design trends for 2020 & beyond?

6 March  
2020

## 2. Product Development: Part 1

Training  
Day

- 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

7 April  
2020

## 3. My Business Structure & Organisation

Training  
Day

- 10 steps to good business practice:

8 April  
2020

## 4. Costing & Pricing my design & production

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

Training  
Day





9 & 10 June  
2020

## 5. Website Audit & Optimisation

Training & Mentoring

Day 1 - Workshop with critical analysis of your website, working on web optimization strategies.

Day 2 - One-to-one website audits offering each business additional mentoring in this area

3 & 4 Sept  
2020

## Business, design & brand

Mentoring

- Defining my business brand
- Generating a PR campaign?
- How can you get the media to take notice?
- What's your strategy, have you carefully considered export?
- Do you have room for growth - Online, direct retail, wholesale, internationally?
- Positive steps to building relations with retail stores

13 & 14 Oct  
2020

## Product Development: Part 2

Mentoring

The 1-2-1 clinics are a follow up from the product development part 1 segment of the programme.

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.

*Each participant will have one mentoring session.*

4 & 5 Nov  
2020

## 6. Effective Sales - National & International shows

### Merchandising and retail relationship management

- Trade Fairs as a research tool
- Preparation for National and International shows.
- Driving buyers to your stand
- Budgeting and planning for overseas shows
- Maximising the experience.

Certificate Presentations - 5<sup>th</sup> November 2020

Training Day



# Sample Tutor Profiles

## Siobhan Flynn

**Expertise:** Retail buying, pricing, sourcing, trend analysis, merchandising and inventory control.

Commercially minded Retail Buyer with extensive experience across several categories including Fashion Accessories and Beauty. A native of New York City and a graduate of the Fashion Institute of Technology, Siobhán has spent many years successfully identifying trends, creating commercial assortments, and championing new designers. She has a keen and creative vision which allows her to see a product from the development stage through to point of sale. A skilled negotiator and an experienced people manager and motivator with excellent communication and relationship building skills.

**Mentoring Experience:** In a global economy, local artists can become lost amongst the glut of fast fashion. Throughout my career as a Buyer, it has always been important to me to encourage and support local craft and design. Within the Fashion Accessories sector, I have on many occasions assisted emerging designers trying to enter into the competitive retail market. Product positioning, brand identity, and pricing strategy are crucial to the success of any new product, idea, or design. With these critical points always to the fore, I have helped to guide, focus, and support new designers through the 'business' side of their creative projects.

**Qualifications:** Fashion Institute of Technology, State University of New York Associate of Applied Science Degree, Fashion Buying and Merchandising 2000; Oxford Summer School Academy City & Guilds Retail Excellence 2014; Honours Bachelor of Business, International Business Dorset College May 2016.

## Kate Hickey

**Expertise:** Business strategy, branding, retail and export.

As a business consultant since 2001, Kate has provided enterprise development consultancy services to SMEs, developing business strategies and putting in place marketing plans, on their behalf, that reflect resources of the client. Kate has consulted for over 12 multisectoral trade missions from Canada: advising; strategically positioning and developing export marketing strategies. Kate has put in place routes to market for over 10 Canadian companies from the craft sector. Since 2009, she has been Executive Director and Secretary of the Ireland Canada Business Association, working with Irish companies exporting to Canada.

**Mentoring Experience:** Kate has acted as business mentor to over 90 clients in the SME sector. Kate has mentored on Enterprise Ireland's First Flight and Potential Exporters programme, where clients included Amethyst Designs and Klickity. Kate has also worked with clients of Dublin Business Innovation Centre, where she developed business plans and advised clients from the craft sector. She currently Mentors for Enterprise Ireland and Dublin City Local Enterprise Office (LEO).

**Qualifications:** Kate has a Business & Sociology degree from Trinity College Dublin 1988. She also holds: Diploma in Marketing Practice (UCD), 1989; Diploma in Direct Marketing (IDMA), 1997; Diploma in Technology Management (UCD), 2001 and MBA (Smurfit School of Business), 2004.

## John Magee

**Expertise:** Business planning, sales and marketing, export and company structuring.

John Magee holds international business qualifications from the UK, USA and France. Prior to his own consulting businesses, he was the marketing consultant within KPMG's Belfast office. The small business agency for Northern Ireland selected John to review the marketing plans developed by other consultants as part of its Market Awareness Programme. For the past 22 years John has run his own consulting businesses working with owners of client companies from across all sectors. He brings practical sales & marketing advice with an emphasis on working within a limited budget. He is a skilled international negotiator and has led over one hundred overseas business visits. Recent work has included delivery of a programme funded by the European Union which resulted in 60 companies generating increased sales of £12,000,000 through introductions made in 16 countries. Since January 2017 he has worked with a further 93 client companies seeking to develop export sales in 29 different countries. John is the owner of International Business Initiatives Limited and Overseas Results Limited. He is married to Louise with two sons.

**Mentoring Experience:** In his 22 years as chief executive of International Business Initiatives Limited John has assisted craft and design enterprises to develop markets and strategic relationships in Ireland, UK, China, USA, Canada, Japan, Austria, Germany, Taiwan, Chile, UAE and Finland. John has advised his clients on company structuring, shareholders agreements, strategic direction, market segmentation, international payment processing, market visits, negotiation, business terms, sourcing and trade show attendance. His advice is based upon the goals, ambitions and abilities of the owner.

**Qualifications:** BA (Hons) Business Studies (Marketing specialisation) - University of Ulster, UK. Certificate in



### Marion Mc Donald

**Expertise:** Accounting, taxation, costing and pricing.

Marian Mc Donald of Lifeline Business Development has a background in accounting and taxation. This business evolved to satisfy the need for a service, which would give practical assistance in the development of new ideas, or to re-inspire a company that has ceased to perform to its optimum and specialising in costing and pricing.

### Deirdre Gallagher

**Expertise:** Design Development and Branding.

I have worked in the design & craft sector from the late 1980's, firstly running my own Textile business, then as the first Craft Development Officer in Ireland and later as a freelance consultant in design & craft. I have worked directly with consumers and makers of bespoke and batch design & craft products. Some of the projects I have been responsible for has involved work with buyers and makers at Design-led, Design & Craft events in the USA, Bulgaria, Greece, London, Harrogate, Dublin and Belfast. This required design and management of stand-build, production of marketing materials, training or mentoring participants and communication with key visitors. As a freelance Project Manager I have carried out sector research, produced and implemented Strategic Development plans for County Enterprise Boards, the DCCol, District Councils in NI, ACNI and Craft NI for SME Design Craft & Arts companies.

**Mentoring Experience:** I have several years' experience mentoring start-up designer-makers, predominantly ceramics, jewellery and mixed media. My focus is on developing strong individual brands and suitable product placement. I look at new trends and encourage makers to stay ahead of competitors and to continually investigate the market place.

**Qualifications:** BA (Hons), Textile Print, University of Ulster (UU); Certificate, Graduate Enterprise Prog, UU Business School; Certificate Small Business Advisors Prog, UU as above.

### Suzanne May

**Expertise:** Production planning, retail, wholesale and export.

Suzanne May is a graduate of NCAD where she studied 3-D Craft Design, specialising in ceramics. She has an excellent understanding of materials, craft and design techniques and processes across a number of disciplines including new technologies. Suzanne spent many years building a ceramics business from a solo operation into a highly respected brand employing 12 people. Suzanne May Pottery was stocked by national outlets such as the Kilkenny Shop and Avoca Handweavers, in addition to developing export markets - 35% + of output – with stockists such as Liberties of London and Dubai Airport. Having been a craft / design practitioner, Suzanne has first-hand understanding of the day-to-day challenges facing designer-makers, while recognising and assisting in breaking down barriers to growth. Since the formation of Suzanne May Consulting in 2000, Suzanne has brought her extensive expertise in design development, marketing, production planning, display, branding, PR strategies and creative management to numerous emerging design and craft companies through mentoring, focussed projects, marketing networks, as a business advisor and consultant. Suzanne is committed to assisting talented "creatives" to develop and improve key business skills to increase sustainability and maximise their full growth potential while exploring new markets. Projects in the craft sector include event management, pop-up craft retail projects, network management, craft evaluation, curating, product sourcing, trade fair stand management in USA, UK, and Ireland. Suzanne has project managed The Design Corner Network.

**Mentoring Experience:** Suzanne has successfully mentored craft & design based enterprises across disciplines and scales since 2000. Principal mentoring clients include Dublin City, Dun Laoghaire Rathdown and Fingal County Enterprise Boards and the former DCCol Peer panel.

### Mark Sobczyk

**Expertise:** Branding, product & packaging development, strategic planning and communications.

Following a successful career in UK and International advertising agencies, Mark Sobczyk (pronounced sob~chik) founded brand engine. The company specialises in the generation and development of competitive, compelling and enduring brands, creative design and communications. Based in Dublin, Mark has had the privilege of working with a wide array of Irish brands including: SuperValu, Bank of Ireland, NSAI, Irish Distillers, Fáilte Ireland's Discover Ireland; Lakelands & Waterways; The Boyne Valley and Connemara, as well as Kilkenny Arts Festival, BIM, Musgraves, Bord Bia, Mr Jeffares Blackcurrants, and Kerry Foods, and alongside other brands such as: Unilever, Carlsberg, Allied Breweries, Nestlé, BMW, Pernod, Electrolux, JVC, Tiger Beer, Philips Waitrose.

**Mentoring Experience:** I have enjoyed partnering with creative personnel for most of my working life, in advertising, design and brand development. Getting the best work in such a partnership is akin to regular mentoring, given the iterative nature of the creative process. It's been a great two-way dialogue where facts/insights and strategy of my briefing have been imbued with inspired wizardry, by creative teams and designers, to produce outstanding and enduring visual and verbal communications. Not to mention haptic, and other sensory dimensions added to the outputs, that we occasionally experimented with.

### Qualifications:

BSc. Biological Sciences – majoring in Zoology, Marine Zoology, Limnology. An erst-while full member of MRS (Market Research Society)



## 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?

- Awareness of future trends
- A move towards new products / ranges for growth
- Tools you can use for future product development
- Strategies for getting your product to new markets & increasing market share

## How to Apply

- Potential candidates can email [emer@dccoi.ie](mailto:emer@dccoi.ie) in confidence with any questions.
- Please use the application form provided and submit your application form along with 3 high quality digital images of your work. **See application form for further details.**

**N.B.** This programme is heavily subsidised - fees to participate are €250 per participant. The cost of the **London Research Trip** is in addition to this fee. Participants are advised to apply for a **TAME Grant** to cover the cost of the Research Trip. **Dates** may be subject to slight change and venues will be confirmed before the programme commences. **Workshops** are delivered over 1 day - 6hrs plus 1hr lunch break. **Mentoring** sessions are approx. 45 – 60mins per participant and time slots are allocated by DCCol.

**Deadline for Receipt of Applications: 5pm, Friday 14 February 2020**

