

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

# 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.*



## You will:

1. Enhance your design and product
2. Develop your branding and online presence
3. Cost and promote your product in the market
4. Research future markets

# Programme

24th June

## WORKSHOP 1:

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

Via  
Zoom  
Mentoring

1

8th July

## WORKSHOP 2:

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

Via  
Zoom  
Mentoring

2

22nd 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  
Mentoring

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19th 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

9th Sept

## My business structure and organisation

- Ten steps to good business practice

Via  
Zoom

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# Programme

23rd Sept

## 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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## 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

21st Oct

## Website audit & optimisation: Part 2

Workshop with web audits for your individual business.

Workshop  
Via  
Zoom

7

11th Nov

## Effective use of Social Media - PR & Sales National and International trade Shows virtual and brick and mortar planning a strategy

- 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](http://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.



## 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.



## Marian McDonald

Owner  
Lifelinebusiness.com

Marian McDonald trades as **Lifelinebusiness.com** an enterprise consisting of Lifeline Business Services which provides Accounting and Taxation services to a wide range of clients and Lifeline Business Training, an enterprise which has developed and delivered a range of Business Programmes and Mentoring services to Local Enterprise Offices; Design & Crafts Council Ireland and a number of Government & Educational bodies more than 25 years.

Following 4 years of training in the taxation sector under the tutorship of F.N. Kelly author of the Irish taxation bible "Irish Income Tax & Corporation Profits Tax" by Kelly & Carmichael while working with clients in many different sectors with his firm of Accountants, Marian became self-employed and has operated under this structure ever since. That was 4 decades ago.

Marian has been a core trainer on the Design & Crafts Council Ireland's Building Craft & Design Enterprise Programme, working with craftspeople from throughout the country since the development of this programme.

# 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, Intertradelreland and now with the Design and Crafts Council of Ireland.


She is passionate about helping small business succeed (having been 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.



## Suzanne May

Suzanne May Consulting

 @suzannemay2

 @suzannemay1

Suzanne May is a graduate in 3-D design from NCAD, Dublin. She built a successful business manufacturing hand thrown decorative ceramics and exporting worldwide.

Suzanne has been a professional mentor and trainer in the creative sector for 20 years, working with clients from many state agencies, including Local Enterprise offices nationally and the Design Craft Council Ireland.

Suzanne's insights in developing a design led business and shared international market knowledge has benefited a wide range of talented designer makers, who have gone on to improve their market offering and maximize full growth potential while exploring new markets.

Suzanne has extensive international experience in current design trends, retail curation practices, market conditions and current trading conditions.

# 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:** are subject to date change to accommodate delivery by zoom these will be arranged through the trainer with the agreement of the group.

**Workshops:** are delivered over zoom.

**Fees:** NB: *these programmes are heavily subsidised.* Payment link will be emailed.  
BCDE Programme €50 (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:** 14th June 2021

Please email: [ndonohue@leo.galwaycoco.ie](mailto:ndonohue@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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