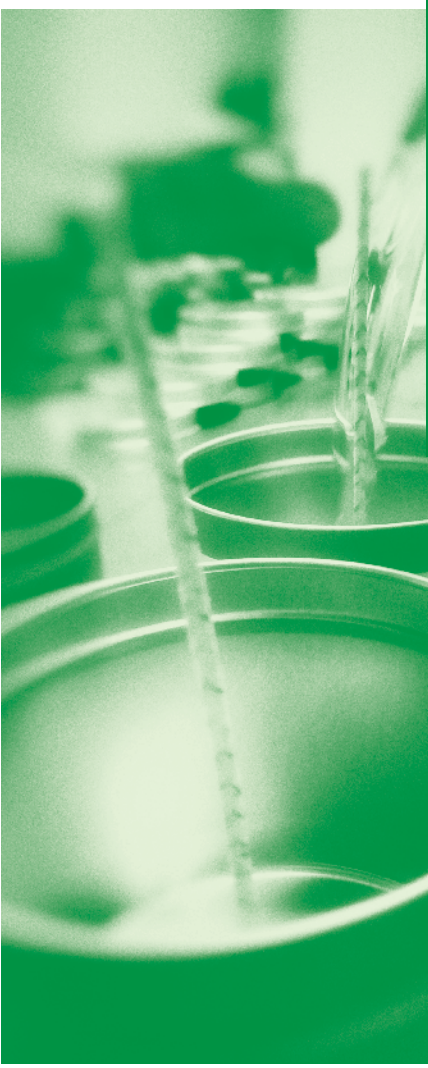




DCCI
Design & Crafts
Council Ireland

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




Oifig Fiontair Áitiúil
Local Enterprise Office
Gaillimh · Galway

GetSet
PROGRAMME

Design Crafts Council Ireland and the national network of Local Enterprise Offices are launching a programme for creative Enterprises. Targeting for design and craft businesses, who want to push their boundaries on product development and branding.

Due to Covid 19 Restrictions, some of these training events will be delivered online. Face-to-face training may resume should Covid 19 restrictions be lifted.

This is an opportunity now not to be missed...



Programme

June - August:
29th & 30th June
24th & 25th August

Morning Lecture:
Introduction to Design Processes & Brand Influences

Webinar

Afternoon Workshop:

- Set your own brief
- Discover your own personal Design Process & Brand Context

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July - Sept:
20th & 21st July
21st & 22nd Sept

Morning Lecture:

- Brand Development & Messaging
- Perception and Brand - Product Planet

Webinar

Afternoon Workshop:

- Brand Identity
- Positioning
- Personas

2

August - Oct:
17th & 18th August
19th & 20th Oct

Morning: Participant Presentations
Design Concepts, Directional & Brand Boards

Webinar

Afternoon: Group Interactive Discussion

3

Sept - Nov:
14th & 15th Sept
9th & 10th Nov

Morning: Importance of Design
Design and Product Business Planning

Webinar

Afternoon: Group Mentoring

4

Each workshop will be delivered in two - two hour blocks:
10am to 12noon & 2pm to 4pm

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.

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



Schedule & Fees

Dates: may be subject to slight change.

Each training day runs from 10am to 12noon and 2pm to 4pm.

Workshops: are delivered over zoom.

Fees: NB: *this programme is heavily subsidised.*

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: 17th June, 1st July, 2nd August & 1st Sept

If successful, applicants will be notified by email. Payment link will also be emailed.

Please email: ndonohue@leo.galwaycoco.ie to request an application form.



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