

Transforming Irish Industry

KNOWLEDGE EVENTS 2007

IDEAS

INTEGRATED DESIGN EXPERTISE APPLIED TO SMEs



MODULE 1

Using Design in your Business
Brand Management

1 Day Workshop

Limerick 21st March

Dublin 19th September



MODULE I 1 Day Course

Using Design in your Business Brand Management

Limerick – Quality Hotel, Roxboro – 21st March, 2007

Dublin – Crowne Plaza Hotel, Santry – 19th September, 2007

Part 1

Using Design in your Business

Design opens up **valuable opportunities** for businesses. Its importance is often underestimated, but design can help you anticipate your customers' needs through researching and prototyping and develop innovative products and services to meet those needs. You can use design to **generate new ideas** and turn them into innovative and competitive products and services, improve your business processes and strengthen and deepen your marketing approach.

Part 1 explains the different ways that design can benefit your business, from product development to business strategy. It also outlines what's involved in the design process as well as how you can manage the process and measure its success.

The objectives of this module are to explain:

- The design process
- Creativity & Industrial Design
- The business benefits of design
- How businesses use design
- Making design a part of your business strategy
- Product development
- Using design to win new customers and markets
- Maximizing the success of your design projects

Part 2

Brand Management

Every business wants to be a customer's **first choice**. Building and managing a brand can play a significant part in making that happen. Brands give potential customers a firm idea of what they're buying before they buy it, making the purchasing decision easier. And existing customers trust strong brands because they know what to expect.

Brands aren't just for big companies – they can make smaller businesses **stand out** from the crowd, particularly in competitive markets. If you want to build and manage a brand, you'll need to focus on what your customers want and how you can guarantee to deliver it. You'll need to be consistent in your service and every other point of contact customers have with you – for example, phone calls, letters, faxes, websites, etc.

Part 2 shows you how to create a brand, how to budget for it and how to manage a brand which reflects the strengths and values of your business.

The objectives of this module are to explain:

- First steps for creating a brand
- Building your brand
- Managing your brand
- Reviewing your brand
- Budgeting for a brand

Cost: €350

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