

# CreativeD

*Networking to Develop Creative Businesses in Dublin*

## Why?

- Networking and building links and potential collaboration with contemporaries in the creative industries
- Enhanced ability to identify and respond to new business opportunities
- Developing/building on an innovation culture in your business
- Application of processes for business improvement including Rapid Ideas Improvement Sessions to catapult concepts to the marketplace
- Accessing industry expertise and key influencers for your business
- Establishing a representation mechanism within the creative industries in Dublin
- Facilitating engagement and potential collaboration with creative industry counterparts throughout Europe

## What is CreativeD?

**In 2009, Smart Industries are those that integrate creativity and innovation....**

**CreativeD**, is a network-based programme specifically designed for the creative industries and is the first of its kind in Dublin. Its aim is to define, develop and promote creative businesses and to ensure that individually and collectively the creative industries become a significant force in our new economy.

If you want to be at the forefront of the transforming the creative industries in Dublin, **CreativeD** is for you.

## What's involved?

**CreativeD** is a programme of business supports bringing participants on a journey which translates creativity into innovative action delivered through:

- Meetings
- Workshops
- Networking events
- Online forums
- Seminars
- Skills development sessions

### When does it start?

"Capitalize on Your Creativity"

10:00—13:30 Tuesday 20th October  
2009 @ Auditorium, Digital Exchange  
Building, Digital Hub, Dublin 8.

To book your place please visit:  
[www.dceb.ie/event-calendar/networking](http://www.dceb.ie/event-calendar/networking)

The first event will be held on 20th October 2009, coinciding with Dublin Innovation Week. Events and interaction will continue at regular intervals until mid-2011.

All events will be held in locations in Dublin and at varying times of the day to suit participant businesses. Events are geared towards business sustainability and relevance to emerging trends in the marketplace. Programme content includes:

- Idea generation to commercialisation
- Identifying and pursuing new business opportunities
- Accessing available funding
- Developing and building on an innovation culture in your business
- Effective pitching
- Developing partnerships
- Understanding support structures and Government policy

**CreativeD** is part of a wider European initiative which is being mirrored in a number of other European locations.

**CreativeD** is developed and facilitated by Creative Coaches with specific industry experience across a range of sectors. The coaches are specialists in Innovation and Creativity processes utilised in the Stanford Research Institute, California.

## Who are the Creative Industries?

- Advertising
- Architecture
- Crafts
- Cultural Tourism - Festivals and Events, Culinary Arts, Tours
- Design
- Designer Fashion
- Digital Media
- Film, Video and Photography
- Publishing
- Software Applications, Computer Games and Electronic Publishing
- Television and Radio
- The Arts - Music, Visual, Literary and Performing Arts

## How do I sign up?

To become a member of CreativeD log on to [www.creatived.ie](http://www.creatived.ie)

If you require further information please contact our team at (01) 4293600.

The annual subscription to the programme is €100.00.

Closing date for receipt of applications for the complete programme is: **Friday 2nd October 2009.**

# Frequently Asked Questions

## How is CreativeD different from any other network?

**CreativeD** is specifically for the creative industries. It is a first time opportunity to understand how the industries work, define the pathways that lead to success and to take that journey in a supportive environment.

## What are the advantages of participation?

- **Networking** and sharing ideas and experiences
- Accelerating the **identification of new business opportunities** within Ireland and across Europe
- Participating in events that will **focus on the development of your business** and **provide processes that can be applied within your business** for idea generation, invention and value creation in the future
- Benefiting from **access to industry experts** across a wide range of business subjects and sectors
- **Creating partnerships and alliances** with those who can influence your business success within and outside the creative industries
- **Understanding the financial and support structures available** for your business
- **Involvement in strategic creative industries issues** and establishing a forum through which your views can be expressed
- Potential to gain **valuable external insights** into how your business operates and potential improvements **from experienced business mentors**, via the Enterprise Boards, to facilitate your businesses growth

## I'm very busy; why should I invest my time in this?

The network will provide a **structure that will make you more productive** and will **use your time more effectively than working on your own**. At all stages, we will ensure that sessions are **topical, relevant to the creative sector, and of maximum benefit**.

## How much time is involved?

There will be approximately **10 meetings** involved between October 2009 and June 2011 amounting to **approximately 6 working days in total**. The duration of events will be dependent on the topic and will be a mix of a few hours to full day sessions.

Time involved between sessions will be at the discretion of each individual participant and their level of involvement in working on individual and partnership projects.

## Will the programme meet my organisation's needs?

The **CreativeD** Programme is **versatile** and **will provide valuable benefits to both start-ups and well-established businesses of all sizes**, and will cover issues of interest to organisations and projects at all stages of development. How you will apply your learning will depend on the specifics of your organisation or project.

**Key content areas are listed overleaf but the detail of what is involved will adapt in line with changing trends, participant need, and the insights that you will bring in relation to key issues for your sector.**

## What if I can't attend all sessions?

If you cannot attend, or if you feel someone else in your business has more to gain from a particular session, you are **welcome to send a substitute attendee**.

**Attending all sessions will be most beneficial** but the design of the **programme is such that each individual session will have stand-alone learning and information**.

## Who else will be involved?

The **core of the network will be businesses within the creative industries**. Other **organisations with the potential to influence the development of the creative industries will be invited to attend sessions as required** e.g. potential investors, Government, universities, other businesses with whom the creative industries interact.