

# DESIGN4 GROWTH

**INFORMATION SESSION**  
**12TH APRIL 2018**



## **Programme aim**

To help micro and small businesses in the South-East of Ireland to grow their business through the use of strategic design.



## **Design4Growth Information Session**

We will introduce you to the programme and provide information on how micro and small enterprises can apply to participate.



## **What participating in the Design4Growth Programme will do for you**

- Differentiate why people should buy from you rather than your competitors
- Increase the margins you get for your products and services
- Coach you on how to place your customer at the centre of your business model



An Roinn Gnó, Fiontar agus Nuálaíochta  
Department of Business, Enterprise and Innovation



Oifig Fiontair Áitiúil  
Local Enterprise Office

**Date:** 12th April 2018  
**Venues:** 9.30 - 11.30am at the Woodford Dolmen Hotel, Carlow  
2.00 - 4.00pm at the Garden Room of the Medieval Museum, Waterford



## Agenda

- 09.30 Registration
- 10.00 Introduction
- 10.20 Overview of the Design4Growth Programme
- 10.50 Case study
- 11.10 Design4Growth Audit introduction
- 11.30 Networking



## Who is this for

Owners or key people of micro and small enterprises who have a challenge / opportunity.

To be eligible for this programme, you should:-

- Be a limited company, with a minimum of 3 employees
- Be at least 2 years in operation
- Have a challenge / opportunity you wish to address
- Operate in any sector (other than food)
- Be located in Carlow, Kilkenny, Wexford, Tipperary or Waterford



## Book your place

The Information Sessions will take place in 2 locations on the 12th April. Companies can register for one of these free Information Sessions through the links below.

- 9.30 - 11.30am at the Woodford Dolmen Hotel, Carlow - <https://design4growth-awareness-event-carlow.eventbrite.co.uk>
- 2.00 - 4.00pm at the Garden Room of the Medieval Museum (entrance via City Hall), Waterford - <https://design4growth-awareness-event-waterford.eventbrite.co.uk>



For further information please contact:  
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*Places are limited so please book early if you wish to attend.*