



To apply contact:
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CREATIVE DIGITAL BUSINESS PROGRAMME

This short, concentrated programmes aims to build capacity and knowledge to operate a successful digital creative business from a rural setting. It will equip participant to take a creative digital idea and turn it into workable business model with a clear and concise business strategy. The programme will run one day a week for five weeks from 9.30am to 5.00pm.

By the end of the training each participant will know:

- The trends and structure of the current marketplace and business environment for digital creative businesses.
- How to be more innovative and leading edge in product development and marketing of that product or service
- Increased technical and business skills
- Understanding and implementing practical market research to evaluate what will work for the particular business
- Developing and testing an appropriate business model for your creative business idea
- Depending on the stage of the business idea, a working prototype may have been developed
- Feasibility and validation of the business idea
- Signposting to onward sources of support

Who should attend?

This programme is suitable for persons who:

- have an idea for a new digital business and want to learn the technical skills to develop their digital product or service to bring it to a or commercial stage
- have recently started a new digital business and want to increase their knowledge of the technical and business skills required to make their business a success
- Want to test the validity of their digital business idea

Session	Content
Tuesday, 8 th July 2014	Programme Introduction and Idea Testing
Tuesday, 15 th July 2014	Market Research
Tuesday, 22 nd July 2014	Product Development and Testing Part 1
Tuesday, 29 th July 2014	The Sales and Marketing Plan Product Development and Testing Part 2
Tuesday, 5 th August 2014	Your Business Plan

Training Delivery Venue:

Image Centre
South West College
Enniskillen Campus Fairview
1 Dublin Road, Enniskillen
Co. Fermanagh BT74 6AE

See here for map and directions

<http://www.swc.ac.uk/innovate/image/Home.aspx>