



CreativeD - 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 creative industries work, define the pathways that lead to success and to take that journey in a supportive environment.

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

The network provides a structure that will increase your productivity and use your time more effectively than working on your own. At all stages, we ensure that sessions are topical, relevant to the creative sector.

How much time is involved?

Approximately 10 meetings will be held between October 2009 and June 2011 amounting to 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.

What are the advantages of participation?

- **Networking** and sharing ideas and experiences
- Identifying potential **new business opportunities** within Ireland and across Europe
- Participating in events that **focus on the development of your business**
- Providing processes for your business to enhance idea generation, invention and value creation
- Benefiting from **access to industry experts**
- **Creating partnerships and alliances** with those who can influence your business success
- **Understanding financial and support structures** available for your business
- **Establishing a forum** through which creative industries issues and views can be expressed
- Gaining valuable external insights into how your business operates from **experienced business mentors, via the Enterprise Boards**

Will the programme meet my organisation's needs?

Creative D is versatile. It provides valuable benefits to both start-ups and well-established businesses of all sizes. It covers issues of interest to organisations and projects at all stages of development. How you 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 respond to changing trends, participant needs and the insights that you 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 deliver the maximum benefit to your business; however the programme design is such that each individual session will incorporate 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.