



# CONVERSATIONS ON CRAFT

An Original Kerry Training Menu

[www.originalkerry.com](http://www.originalkerry.com)

Summer 2014

**ORIGINAL KERRY is a network of professional designers and craft makers representing a standard of excellence in craft making from County Kerry Ireland. It is also the promoter behind the Kerry Craft Trails initiative. Original Kerry works for and on behalf of the craft sector in Kerry.**

In recognition of the fact that exposure to experienced professionals with informed ideas is a good thing, Original Kerry is offering a series of training sessions delivered by engaging professionals who work in and with the craft industry in Ireland today. Sessions have been designed to aid conversation and peer learning.

## SESSION 1:

Monday 9th June

### The Power of PR: What can be achieved on a small budget?

Trainer: **Noreen D'Arcy**

*D'Arcy Marketing & PR [www.darcymarketingandpr.ie](http://www.darcymarketingandpr.ie)*

**Morning:** How to formulate a PR Campaign; Introduction to print, broadcast and online media; Building your media database; writing press releases; The importance of photography to a PR campaign; Engaging with the media; Developing an outline PR plan.

**Afternoon:** Participants working on the following: Individual Biography; Dedicated Press Release; Outline PR Plan for their Brand and business. Sample Press Books will be available.



**D'Arcy Marketing & PR clients include the Design & Crafts Council of Ireland, Year of Craft Campaign, Christmas Retail Campaign [www.giveririshcraft.com](http://www.giveririshcraft.com), Brooke and Shoals, Bog Standard and Celtic Roots amongst others.**

Participation fees for Original Kerry members do not apply. Additional seats for colleagues/staff members are charged at €50 per day per person. For registered craft professionals only. Suitable for multiple craft genres.

Prior registration is required  
**Email [enquiries@originalkerry.com](mailto:enquiries@originalkerry.com)**

## SESSION 2:

Monday 16th June

### Merchandising and Display

Trainer: **Celine Cummins**

*Celine Cummins Design Studio [www.celinecummins.com](http://www.celinecummins.com)*

**Morning:** Using colour, graphics and props to support your brand & merchandising style; How to choose the correct lighting for your product type and ensure good colour rendering; Discover various easy maintenance wall textures, finishes & flooring types to complement your product/brand; Understanding your customer's display challenges; identifying individual retailer's needs.

**Afternoon:** Prepare a tailored merchandising planogramme to educate your customer about your product placement; How to showcase and prioritise new, bestselling and older product lines getting a commercial return through best practice merchandising theory; How to use styling when photographing your products; Advice on how to select props and emphasise products' size, colour and shape; How to create a consistent look for your online shop and marketing materials; The use and importance of photography including how to brief a photographer.

**Images of your product displays will be required in advance.**

**Please email to [enquiries@originalkerry.com](mailto:enquiries@originalkerry.com)**



**Celine has designed countless store concepts and exhibitions. She works as a design consultant across Ireland, Europe and the USA. Exhibitions include: New York Gift Fair & Atlanta Gift Mart; Ireland Show New Jersey USA, ISSA Amsterdam, Fashion Fair Stockholm, Glasgow Craft & Gift Fair, Birmingham Autumn Fair, Birmingham Furniture Show and Harrogate Home & Gift.**

**All sessions: Fells Point Hotel, Tralee. 9.30 to 5.30pm**



## SESSION 3: Monday 23rd or Tuesday 24th June

### eCommerce & selling craft Online

Trainer: **Alan O'Meara**

[www.almedia.ie](http://www.almedia.ie)

Featuring a combination of lecture, discussion and demonstration, this session will provide an overview of web site e-Commerce concerns including pricing, dealing with third parties, systems and content management, converting sales, getting your content & layout right, and targeting your customers.

The aim of the session is to enable participants to understand all online tools and technology and to assist decision making with regard to tools and concepts that can be utilised to create an effective online strategy for a design business. There will be a focus on shopping cart, e-commerce storefront and website integration.

By the end of the session participants will be able to:

- **understand content management and ecommerce systems**
- **understand navigation and landing pages**
- **know the key web page elements needed to have a search engine friendly website**
- **understand responsive design and targeting different media and technology**



**Alan has excellent information design skills and extensive practical experience in delivering training and working on commercial designs. He specialises in businesses online; building marketing strategies, ad**

**campaigns and specialising in getting sites found. Clients include Laya Healthcare, UCC, IMB Design, HEEDO, Design & Crafts Council of Ireland.**

## SESSION 4:

**Monday 30th June**

### Taking Good Photography

Trainer: **Rob Lamb**

[www.robmbphoto.com/commercial](http://www.robmbphoto.com/commercial)

**Morning:** Marketing your business through images; How to present your business to your customers; How images are used in different routes to market: print, online, social media; Visual storytelling to build your brand; Where to get the right images to market your business – from smartphones to DIY to hiring a professional; Briefing a photographer; Copyright; Pricing.

**Afternoon:** How product photography works; Lighting, textures, details, colour; Product Photography 101: putting a product photo together with minimal equipment; Product Photography 102: When to get professional images; You and the Press: getting into the media.

**Please bring a product sample for instant feedback and top tips**



**Rob Lamb is an award-winning photographer based in Cork, Ireland. He is an experienced presenter and trainer who has talked about photography and visual marketing to business, community and social groups**

**nationwide. He has worked with a wide range of artists and craftspeople. Rob has worked with the Design & Crafts Council of Ireland, Cork Textile Network, Cork Craft & Design, and a number of artists on individual commissions.**

For enquiries/ bookings email

**[enquiries@originalkerry.com](mailto:enquiries@originalkerry.com)**

or call Deirdre on **086 8524222**

**[www.originalkerry.com](http://www.originalkerry.com)**