



**DESIGN
SHANNON
SKILLNET**

Client: Design Shannon Skillnet (www.designshannon.ie)

In Spring 2007, the then Network Manager of **Design Shannon Skillnet**, Laura Maye, decided to **engage** Mary Fennelly, **Webwriters.ie** to carry out a **national PR campaign** to raise the profile of this Skillnet. "Nobody knew about us," Laura recalls. "We needed to get the message out to all kinds of designers and to the business community at large that we could **bring tangible benefits** to their companies."

I felt that a **strong media campaign**, in conjunction with the existing website and **brochures**, would help us to achieve this."

Headquartered in Ennis, County Clare, but servicing businesses throughout the Mid-West of Ireland, Design Shannon Skillnet was set up in 2006 to facilitate companies wishing to take advantage of the potential benefits of design and innovation to increase competitiveness in business. Design Shannon Skillnet was funded by member companies and through the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Enterprise, Trade & Employment.

"Overall, the results exceeded my expectations," explains Laura. "Firstly, it got our name out there; companies knew who we were when we called about Design Shannon Skillnet. Secondly, it was very educational, both for me and for Design Shannon Skillnet member firms involved. All of us gained first-hand experience of dealing with the media and benefited from the guidance that Mary provided throughout. Overall, the programme represented very good value for money and delivered some of the best media coverage achieved by any Skillnet in Ireland during the 2006/2007 funding period." Similar media activities continued until late 2008.

Business Limerick - February 2008

Tee-Off Time for New Design Shannon Skillnet Programme

Limerick firms interested in exploring innovation as a means of becoming more competitive are urged to take a closer look at the new Design Shannon Skillnet programme, which kicks off this Spring. The two-year programme (2008 - 2009) is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd, which is funded from the National Training Fund through the Department of Enterprise, Trade and Employment. The programme will run concurrently in Limerick and Ennis.



programme will further enhance the long-term benefits for each, including company participating" and Laura Maye, Network Manager, Design Shannon Skillnet (left).

As a participant of the 2008 - 2009 Design Shannon Skillnet programme, Andrew Seery, Managing Director of Limerick-based Personal Finance (left), summed up the benefits: "Whilst it's the top strength being religious fundraising, it's all well and good to get involved in such programmes, but it's not until you're granted to interact with all right

