



a creative
momentum
project



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a creative exchange

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EUROPE'S NORTHERN EDGE
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4pm, Tuesday 26th April, 2016
The Model, Sligo, Co. Sligo, Ireland

a creative momentum project

Six organisations from five regions have come together to support the development of the creative sector across Europe's Northern Edge through a *creative momentum project*. It is a 3-year (2015-2018), €2m transnational project co-funded by the EU's Northern Periphery & Arctic (NPA) Programme.

It supports start-ups, micro-enterprises, SMEs, self-employed, social enterprises and recent graduates working, or wanting to work, in the creative industries sector which includes Design, Crafts, Arts, and Media & Technology.

See www.MyCreativeEdge.eu for more.

programme

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|-------|------------------------------------------------------------------------------------|
| 15.30 | Registration |
| 16.00 | Introduction |
| 16.10 | Building a memorable portfolio - Patrick McHugh |
| 16.35 | Narrating your brand - James McKeon |
| 17.00 | Q&A Discussion |
| 17.15 | Showcasing at trade fairs - Aleksandra Kieldanowicz & Joanna Zalech |
| 17.40 | Marketing and communicating your work - Martha Kearns |
| 18.05 | WDC Micro-Loan Fund: creative industries - Jonathon Kavanagh, Investment Executive |
| 18.15 | Q&A Discussion |
| 18.30 | Refreshments |

WDC Micro-Loan Fund: Creative Industries

An initiative of the WDC Investment Fund, the Micro-Loan Fund: Creative Industries provides loan finance ranging from €5,000 to €25,000. The funding is to help grow and develop West of Ireland based companies in the Creative Industries Sector. The key criterion for assessing whether a company will be eligible for funding under the Micro-Loan Fund is its repayment capacity. Creative enterprises that have already successfully availed of a Micro-Loan include those involved in Design, Crafts, Film & Video, and Digital Media.

<http://www.wdc.ie/wdc-investment-fund/micro-loan-fund/>

The Model

The Model is one of Ireland's leading contemporary arts centres and is located on The Mall in Sligo.

<http://www.themodel.ie/about/visit>

meet the speakers:

Patrick McHugh



Patrick studied art and photography at SVA and Parsons School of Art and Design in NYC and later Information Technology at DCU in Ireland. He worked in the fashion and advertising industry in New York and London for almost 15 years before returning to Ireland. Today, Patrick concentrates on visual online web projects which encompass design, photography and digital marketing. His creative practice develops an effective online presence for his fashion, accessories, craft, jewellery and retail clients. He is currently working on projects for both national and international brands. His clients have included Aer Lingus, Baileys, McDonald's, Mazda and Time Inc. and his work has featured in Communication Arts, the New York Photo Festival and the Royal Hibernian Academy.

Martha Kearns



Martha is Managing Director of StoryLab, a content and PR company based in Sligo with local, national and international clients. She is a highly-respected journalist and communications professional with more than 15 years of top-flight media experience. A seasoned storyteller, she was most recently news editor of The Sunday Business Post where she worked for six years. This was the job she left in order to set up StoryLab with her husband, Ciaran Byrne, also a national news editor. Martha started her career in Independent News & Media (INM) and, here, she worked at both the Evening Herald and the Irish Independent covering a wide spectrum of general news events. Her roles at the Irish Independent included senior reporter, education correspondent and assistant news editor.

James McKeon



James is the founder and designer at Kiyoni. With a lifelong history in art and design he created Kiyoni with a vision to bring his designs into the fashion market. Having designed a luxurious range of colourful silk scarves, his collections are now stocked in London and Abu Dhabi. In 2014 he was named Accessory Designer of the Year in the Irish Fashion Innovation Awards and nominated as Accessory Designer of the Year at 2015's Fashion Innovation Awards.

Joanna Zalech & Aleksandra Kieldanowicz



Originally from Poland, Aleksandra Kieldanowicz came to Ireland in 2006. Aleksandra holds a Master of Spatial Planning and is a self-taught Illustrator. She worked as an Architect in Galway City but was made redundant following the economic downturn. Aleksandra's passion for drawing and love for Ireland led her to establish her own business, OLYART. OLYART was born in 2011 and specialises in souvenir gifts from Ireland, which are sold nationally and internationally. Joanna Zalech arrived to Ireland from Poland in 2007. She meant to stay for one week but fell in love with Ireland and particularly Galway. Joanna holds a Master of IT and Book Science with a specialisation in Publishing. She is Director of Learn Polish Ltd (Language School teaching over 400 students) and a PR and Marketing representative for Galway's West End.