

## INNOVATION WORKSHOP OVERVIEW

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The purpose of the workshop is to give the participants an overview and insight into creative thinking, innovation, problem solving, branding clarity and communication.

Essentially, the workshop would encourage the participants to look afresh at their products or services and see how they could be expanded or improved on, to gain extra sales, higher value and new markets.

The workshop components would include visual imagery and videos of product and communication innovation, group, individual exercises and tasks. Summary and feedback/Q&A's conclude.

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Images from an innovation day held in the emotive setting of Filmbase, Dublin. Participants experienced individual and group tasks, locality fact finding visits, international branding AV and targeted ideas for their own brands and products.

# INNOVATION WORKSHOP STRUCTURE

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## Introduction

Overview of innovation through visual examples, spatial awareness and participation.

## AV Presentation

Presentation of how national and international companies use innovation to increase brand awareness and promotion of their products and services.

## Creative

Innovative approaches to encourage participants to think outside the box for their brand/product and other marketing/revenue streams.

## Practicals

Problem solving through association, exploration and visualisation. New perspectives and different viewpoints. What if? Random linking. Development and expansion of findings.

## Focus

Encouragement and advice on new product ideas and services for each participant, through group and one to one input.

## Closing and Summary

Invited feedback, Q&A and conclusions.

## Follow Up

Summary of day's key elements through visual prompts and notes.

# CREDENTIALS

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## PHILIP DARLING OVERVIEW

Philip has been working within the Irish and UK communications industry for over thirty years and is the creative director of Darling.ie, an agency that specialises in brand generation and promotion, for businesses and products. Services range from consultancy and direction to the visualisation and implementation of marketing collateral.

His strength is understanding client's marketing requirements, creation of message and the consistent application across mediums of choice. Having run and sold a successful design agency, lectured on a number of MBA courses and hosted innovation workshops, he brings real business insight and creativity to his clients.

## SKILLS

Consultancy and Innovation Workshops | Brainstorming Conceptual Work | Project Management  
Client Briefing | Art Direction and Planning of Photography and Video | Branding Design and Roll Out:  
Packaging, Literature, Promotions, Exhibition, Advertising, Digital, Web and Video.

## CLIENT EXPERIENCE

A&L Goodbody, AVAFX, Bidy Gonzales, Brand Edge, Broadly Speaking, British Airways, Biotrin, Carers Association, Caragh Nurseries, Chester Beatty Library, Clear Ink, Coca Cola, Contemporary Music Centre, Enable Ireland, Ernst & Young, Facebook, FGS, Gearoid Hardy & Associates, GSK, Heineken, Hennessy Aviation, Heritage Council, Institute of Taxation, J&J, Kavanagh Fennell, KMCS, Megazyme, Bank of America Merrill Lynch, Merck, Mileeven, Microsoft, Monart, Music Network, NAMA, National Museum & Library, National Tailoring Academy, National Truck Rental, Nualight, O2, OSi, RDS, Rotunda Private Clinics, RTE, Roche, Sainsburys, Trinity College, UCD Wexford Strawberries and Xerox.

## TESTIMONIALS

"It's crucial that we use design partners who can deliver to a consistently high standard for our clients - that's why we recommend Philip's design consultancy services. He delivers the brief each and every time. Our clients are happy, so we're happy."

Naoimh Murphy | Purcell Masterson

"Philip knows where creativity fits into business strategy. He listens to clients; understands their objectives and translates these into creative, viable concepts and plans. Philip is a pleasure to work with and understands how to consult effectively with business owners and professionals."

Áine Maguire | Persuasion

"I worked with Philip for approximately 3 years during my time at Text 100 Dublin - primarily on my client Xerox Europe. To it very bluntly - Philip as a creative designer is the standard that I have judged all designers that I have worked with since."

Cian MacEochaidh | Tribeca Public Relations