

# Innovation by Design

For the third year running, Innovation Dublin 2011 will showcase the innovation and creativity that is happening across the city's researchers, entrepreneurs, innovators and creative thinkers and reinforce the city's international position as a leading location for entrepreneurship, investment and creative thinking. This year's festival has been expanded to run over 33 days - from Monday 17<sup>th</sup> November to Friday 18<sup>th</sup> November which will allow more people attend and explore more of the festival activities. This year's overarching theme is "Innovation by Design".

## Promotional Campaign

This year's promotional campaign includes a promotional video and event promotions through the Festival website and social media tools. We have again partnered with the Irish Times Innovation Magazine, which includes advertising, editorial profiles and the publication of a special magazine circulated nationally with the Irish Times to coincide with the first day of the programme launch. An additional 10,000 copies will be circulated to key event venues across the city.

A micro-site will be created to mirror the Special Dublin Magazine and will be positioned within the Irish Times.com. A number of run link-through advertising tiles to the Innovation Dublin website will appear on The Irish Times UK/Ireland & Global/Ireland Microsites and the main Irish Times Innovation site.

We are working to generate discussion and increase media coverage in all national, regional and local media across print, electronic and online mediums by issuing press releases, press packs for targeted media (Radio, TV, Print) with follow up phone calls.

An Lár TV, an internet TV channel, will be dedicating **one hour each day** from **6pm to 7p.m** during Innovation Dublin for organisations and companies to showcase/publicise their event / achievements and bring their message to a global audience. This is an opportunity for event organisers to showcase their event/organisation. Check out <http://bit.ly/pMGUso> for details on how to upload your DVD.

Innovation Dublin has partnered with the **NDRC (the National Digital Research Centre)** to develop a microsite which will be linked to the Innovation Dublin website and serve as an application portal for a number of new developing technologies. These technologies are all **product offerings** from start-up companies that NDRC has invested in or collaborated with. The technologies include B-Smark, QR Code, Local Social and a picture competition.

- **B-Smark** is a widget which will allow you to emotionally 'tag' and review your event online through a "**Technology Room**". The widget tool will provide **event participants** with a way to register and share their feelings about an event in a novel and engaging way. It will provide **event organisers** with 'customer feedback' and an opportunity to promote event(s) – e.g. start a viral marketing campaign via newsletters and contacts via Facebook, Twitter and Gmail.

The widget can be placed on your website. We are offering a widget to all event organisers. Let us know by **Friday 24<sup>th</sup> September** if you wish to avail of a widget.

- **QR code** - Users with a smart phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the telephone's browser. We are offering QR codes to all event organisers.
- **Local Social** - A LocalSocial 'Dowser' Android app will be developed which lets people share social streams with other people nearby. Users will need to subscribe to the service, and link it with one or more of their social streams (Twitter, LinkedIn), and then share those streams with other people who are physically nearby (30 – 40 feet). We are asking Event organisers to assist us to promote the application during their event and remind people to have their Bluetooth functionality switched on.
- A picture competition will be held during Innovation Dublin to encourage amateurs and creative professionals to take photo during Innovation Dublin and catch the moment.

## Action:

- The deadline for **inclusion in the print event listing programme is Monday 19<sup>th</sup> September.** Please check that all your event details are correctly uploaded onto the Innovation Dublin website by Monday 19<sup>th</sup>. Any event received after this date will appear on the online programme only.
- **We would like your assistance in connecting the “Design theme” to your event. Please let us know, by email (in no more than 200 words) or via the social network channels, how you see your event linking with the “Design” theme. This will assist us in marketing the Design Theme to the Media and also profiling in the special magazine. The deadline for receipt is Monday 19<sup>th</sup> September.**
- We would encourage you to use the **Innovation Dublin hashtag ‘#ID11’** to assist us with monitoring what twitters are saying about Innovation Dublin.
- We are asking you **to promote your own event independently.....** and use your own networks of members, contact and communities of interest to promote participation.
- Put us on your mailing list to receive any of your PR material – [info@innovationdublin.ie](mailto:info@innovationdublin.ie)
- If you have a video that promotes your event and you wish to be part of the special Innovation Dublin hour simply check out <http://bit.ly/pMGuSO> to see how you should upload your dvd.
- If you are interested in availing of;
  - **B-smark widget** to let us know as soon as possible but no later than **Friday 23<sup>rd</sup> September.**
  - **QR code** to let us know as soon as possible but not later than **Friday 23<sup>rd</sup> September.**
- If you wish further details on the B-smark widget, QR code or localsocial application, please contact **Regina Reulbach** [Regina.Reulbach@ndrc.ie]
- A Photographic Competition will be held during Innovation Dublin to enable creative professionals to take photos during Innovation Dublin and catch the moment of innovation and creativity while it is happening.
- To support us with the LocalSocial application we are asking you to promote the application during your event and remind people to have their **Bluetooth functionality** switched on.
- Help us evaluate Innovation Dublin by completing a simple survey which will be sent via email. Also to forward survey to event attendees. We would encourage event organisers to take email addressing during registration so that we could forward on the attendees survey to as many people as possible.
- Remember to use the Innovation Dublin Logo on all promotional material, Display the Poster at events and insert **“Event name/Organisers” is part of Innovation Dublin 2011, which takes place across Dublin from 17<sup>th</sup> October to 18<sup>th</sup> November. The festival demonstrates Dublin’s capacity to inspire, interact and innovate ”** in your press releases. Put us on your mailing list to receive your marketing material. The logo is available for downloading from the resource section on [www.innovationdublin.ie](http://www.innovationdublin.ie)

**For further information, please contact Ailish at 222 6054 / 087 7584979 / [info@innovationdublin.ie](mailto:info@innovationdublin.ie).**