



Course Objective

To introduce the relevance of economic development centered on clusters, a region's economic strengths. The logic and the practicalities in supporting cluster development as a centre-stage strategy will be addressed, drawing on examples from Europe, Canada and Australia.

Course leader

Ifor Ffowcs-Williams,
CEO, Cluster Navigators
Ltd

Ifor is acknowledged as one of the most influential cluster practitioners in the world, with hands-on experience in fifty countries.



Over 5,000 people have participated at Ifor's cluster training workshops, including economic development professionals and representatives from support organisations.

Ifor has been an advisor to The World Bank, EU, OECD, aid agencies and national & regional economic development agencies on six continents.

Ifor is a Founder and Past President of TCI Network, the leading global network of organisations and practitioners with expertise in clusters and competitiveness. He has served on competitiveness and cluster advisory boards for the EU, Denmark, India, Africa and Mexico.

Ifor's cluster training courses are designed for those involved in economic development and for those in a support role. Strong clustering initiatives have close partnerships between regional business support organisations (economic development agencies, chambers, industry associations, incubators, universities) and national organisations.

Course Participants

Effective cluster development requires close alignment. Participation is welcome from:

Industry

Cluster Leaders, Cluster Managers, Network Managers, Trade Associations, Industry Associations, IBEC, Irish Exporters Assoc, Innovation Organisations, Tech Ireland, Chambers Ireland & Chambers Network

Policy Makers & Public Agencies

DBEI, NI Government, IDA, InterTradeIreland, Enterprise Ireland, Invest Northern Ireland, Regional Assemblies, Local Government, Trade Associations, Industry Associations, Skillnet Ireland, Udarás na Gaeltachta, Western Development Commission

Education, Research & Academia, Training

Institutes of Technology, Universities, Solas FET, Science Foundation Ireland, Irish Research Council, Regional Skills Forum

Social Economy

Funders, Community, Non-profits, Social Enterprise, Leader Organisations, Voluntary Organisations, Urban & Rural Networks

* This list is intended to be indicative to whom may be interested in attending



Course structure

The webinar course will be delivered over the course of 4 weeks, starting on May 11th. Each session is 1.5 hours long and begins at 9.30am. The fourth module will be tailored to the collective needs of the group.

The programme fee includes a personal copy of Ifor's 240-page Cluster Development Handbook, which will be emailed in advance to all course participants. Chapters will be identified as prior reading during the week's programme. Each session will be interactive, with Q&A.



The Cluster Centre is an Irish SME focused on supplying services to Clusters, Policy makers, education & training providers, and economic support organisations. We are committed to building a systematic approach to cluster-based sustainable economic development.

Course Calendar

MODULE 1

Cluster Development - the What & the Why?

Tuesday 11th May 2021
09.30 – 11.00

- International cluster examples, from Europe, Canada and Australia
- The logic for cluster development as a cornerstone strategy for a region
- Examples of national and regional agency support for clusters
- Linking Clusters & Smart Specialisations, Precincts, Incubators, Start-ups
- Core ingredients of internationally competitive clusters

MODULE 2

Cluster Development in Practice - the How?

Tuesday 18th May 2021
09.30 – 11.00

- The practicalities in implementing a regional cluster development initiative:
- Twelve Steps in Cluster Development
 - Focus on Cluster Identification; Initial Analysis; Cluster Governance; Short Term Agenda
 - Building a cross-agency Cluster Ignition Team
 - Fast track for cluster development

MODULE 3

Cluster Engagement - Joining the Dots

Tuesday 25th May 2021
09.30 – 11.00

- Informal & formal business collaboration
- Role of the cluster manager as a catalyst & connector
- Advice to a cluster manager
- Clusters as a response to Covid-19

Immediately after Module 3, a short survey will be emailed to all participants to identify topics for Module 4.

MODULE 4

Exploring Cluster Engagement

Tuesday 1st June 2021
09.30 – 11.00

Ifor will facilitate a tailored webinar that is specific to attendees. Aspects for discussion could include:

- Identifying, prioritising our region's smart specialisations, clusters
- Facilitating public agency alignment around a cluster's forward agenda: forming a Cluster Ignition Team
- Implementing a Fast Track for cluster development
- Establishing our Region/Clusters Call to Action
- Cluster manager's role
- Identifying early cluster development projects
- Cluster internationalisation
- Designing the cluster board / steering group

FEES & REGISTRATION



For Cluster Centre members:

€300 per person

For non-Cluster Centre members:

€450 per person



Group discounts are available where you have 4 attendees. Prices are per attendee.



Need more information?

please email Clodagh Barry

info@clustercentre.ie

+ 353 86 042 4857