

CIT Innovation Week 2016 in full swing

Wednesday 9th March 2016

CIT Innovation Week 2016 is in full swing with a packed schedule of events and activities promoting entrepreneurship and innovation taking place across CIT's five campus locations.

Wednesday's events include an Educators Seminar, providing an insight into how best educators can devise appropriate strategies for an entrepreneurship curriculum, to help students develop entrepreneurial mind-sets and capabilities. The keynote speaker is Martin Lackeus, who is a PhD candidate in entrepreneurial education at Chalmers University of Technology in Sweden. The seminar takes place from 9.30 am to 3.30 pm in the Nimbus Centre, Bishopstown.

The CIT Cork School of Music will also host an event from 10.00 – 13.00 discussing the use of public relations in promoting the arts and culture. Speakers include Tina Darb, PR & Marketing Manager with Triskel Christchurch, Nick Long, Graphic Designer and Author, and Roderick Udo, Director of Big IAM Productions and Programmer at Appelpop Music Festival.

"The event explores innovative approaches to the promotion and presentation of arts and cultural events. It will also investigate the promotional strategies employed by arts organisations and those working in the arts sector" said Catherine Fehily, Head of CIT Crawford College of Art and Design, who is delighted to be involved in the organisation of today's talk.

Other events taking place today are a 'Business Model You' workshop led by Jane Leonard in the Rubicon Centre from 9.30 until 12.30. This will be followed by a 'Social Innovation Hackathon' competition, open to all CIT students, also taking place in the Rubicon. Finally, the Ideahub and Business & Accounting Society will host a guest speaking event in the Rory Gallagher Theatre from 12.00 – 1.00.

www.cit.ie/innovationweek