

# Designing the person back in

Event Type: Presentation / Lecture  
Date: 24<sup>th</sup> October 2012  
Time: 11am-12.30pm  
Venue: Invent DCU  
Contact: [maria.johnston@invent.dcu.ie](mailto:maria.johnston@invent.dcu.ie) 01-700 7597  
Registration: <http://www.eventbrite.ie/event/4488067932#>



- yes
- no
- maybe

Smart economy entrepreneurs have unparalleled access to tools to design and market their offering. The degree of specialism required in designing good biz tech products and services usually means that the major corporations have highly trained human behaviour experts, but start-ups generally have to omit this category of insights due to budgetary or other reasons. This talk considers how to build a team

of talents and a range of operations to maximise the likelihood of audience uptake of your offering.

About the speaker: **Dr Kenneth McKenzie** is a Strategic Planner in Publicis Dublin, part of the global Publicis network of advertising agencies, where he works on the strategy for clients' marketing and communications efforts in the finance, charity, public policy and drinks sectors. Kenneth also holds the post of Adjunct Assistant Professor in the School of Psychology, Trinity College Dublin. He received his BA in Psychology from Trinity College Dublin and his PhD in Political Science from Dublin City University. His research specialism has been the application of social-psychological theory to problems in the public sphere and he has published numerous articles in peer-reviewed journals.



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