

SOUTH EAST CREATIVES

Workshop and Mentoring Programme at De La Warr Pavilion in Bexhill – 10 and 11 July 2020

Day One

Join our creative industry experts for an information-packed day. Learn crucial communication and presentation skills for engaging with your customers or clients. Understand more about key financial concepts, as well as how financial documents can help guide business decisions. Learn how to get your product or service in front of the people who need and want what you offer. The day will include facilitated networking sessions with like-minded businesses. You will leave with new ways to engage with clients both in person and online, and you will feel more confident when analysing the financials of your business.

Day Two

Come to the second day of workshops and learn how to gain insights on the key concepts of intellectual property rights and how these can help protect your creative business. In the afternoon you will gain a clearer understanding of your long-term business vision by setting clear goals and objectives. Throughout the day you will have the opportunity to discuss your mentoring needs and exchange contacts with the participants you've met over the course of the two days. At the end of this day, you will leave with workable strategies that will support you in running a more confident and successful creative business.

Meet the experts:

Remi Harris MBE has 20 years' experience working across the creative industries as a trainer, senior manager, coach and business adviser in the UK and internationally. She is qualified with a Masters in Business. She is the author of: *Easy Money? The Definitive Guide to Funding Music Projects in the UK* (2013). Clients include Creative United, Somerset House Trust, The Barbican, Metal Culture, Association of Independent Music, The Musicians' Union, PRS Foundation and many individual artists.

Ian Goodyer is an experienced business adviser, tutor, coach and qualified mentor specialising in intellectual property (IP), product development and fundraising. He regularly lectures at Birkbeck University on the business aspects of IP, performs intellectual property audits and valuations for high tech/high growth businesses across all sectors. He has worked for many years as a specialist advisor for high-growth start-ups for the South East England Development Agency and has a recent certificate in IP law from Brunel. Ian has a background as a technologist and is listed as the inventor on 12 patents.

David Crump is an entrepreneurial professional with extensive experience in sales, marketing, finance and overall business strategy. He is particularly interested in working with creative businesses seeking to make a positive social impact. In his capacity as Head of Business Incubation at Cockpit Arts David currently works with 100's of creative businesses in the UK and overseas.

Anne-Marie Shepherd has worked in the arts industry for over 16 years and understands how important it is for creative businesses to get themselves in front of the right audience – whether that be via editorial, emails, print, online or social media. She works as the Marketing and Social Media Manager and the Business Club Manager at The Design Trust. Anne-Marie also works as a PR and marketing consultant for arts organisations.

Alex Evans has a BA in Drama and an MA in Visual Language of Performance. Alex works within socially engaged practice for a number of cultural organisations including the Southbank Centre, SPACE and the Surrey Arts Partnership. He is an accredited Relational Dynamics Coach and Trauma-Informed Schools UK trainer. Alex is the Artistic Director of Kazzum Arts, a charitable arts organisation that uses creative processes to improve the life chances of disadvantaged children and young people across London.

