

SOUTH EAST CREATIVES

Workshop and Mentoring Programme at Resort Studios in Margate – 5 and 6 June 2020

Day One

Join our creative industry experts for an information-packed day. Learn crucial communication and presentation skills for engaging with customers or clients. Understand more about key financial concepts, as well as how financial documents can help guide business decisions. Learn how to optimise your social media activity to target the right audiences. The day will include facilitated networking sessions with like-minded businesses. You will leave with workable strategies that will support you in running a more confident and successful creative 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. Gain a clearer understanding of your long-term business vision by setting clear goals and objectives. The day will end with an opportunity to discuss your mentoring needs and exchange contacts with the participants you've met over the course of the two days. You will not only leave the day feeling more confident about your intellectual property rights, you will also have a clearer vision for your business and know the next steps to achieve these business goals.

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.

Keith Arrowsmith qualified as a solicitor in 1995, and has worked in law firms in London, Manchester and Sheffield, building up a reputation for providing practical, cost effective legal advice in the arts, heritage, digital and media sectors. He is now head of the legal team at Counterculture, where he provides guidance and assistance on charity law, data protection, governance, intellectual property, business law, contracts, and website law. He also contributes to workshops, planning days, talks, written reports, and provides other bespoke guidance. Keith is a co-author of the Clore Leadership Programme publication *Governance in the arts and museums: a practical guide*. He is a member of the Charity Law Association.

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.

Kate Faragher was a nervous speaker until she learnt the secrets of great speakers. She will share some of that with you. Since she has learnt these secrets she has become an actress on the National Theatre stage, spoken in front of audiences of hundreds and delivered a TEDx talk. Her style is described as challenging and compassionate. Her aim is always to help you discover your brilliance through playful, practical exercises.

Molly "Moodle" Wright is a specialist in social media management for creative, digital and independent businesses. With a degree in film and media from Canterbury Christ Church University, she worked for a marketing agency in London before finally founding her Kent-based award-winning Social Media Marketing Agency, Molly Moodle Media in 2015. She is a guest lecturer at Canterbury Christ Church University, hosts her own creative radio show, Molly Moodle's Mash-Up and is a regular social media speaker. She has worked on a nationwide Banksy campaign, provided social media coverage for leading business magazines and regularly works with independent businesses and creative organisations across the UK.

