

SHORT COURSE DETAILS

ID7060 PLANNING SKILLS FOR ARTISTS AND MAKERS

Tutor: DEBORAH HENRY-POLLARD

Date: 1 DAY FRIDAY 23 JUNE
PLUS A MORNING FOLLOW UP SESSION ONLINE FRIDAY 21 JULY

ABOUT YOUR COURSE:

Deborah Henry-Pollard seamlessly brings together a creative and business approach to planning for anyone with a creative practice regardless of whether it is commercial or not.

Through a series of exercises learn how to map your creative practice using a simple model that will make sense to you, and help you to define and find your success. It's called the Business Canvas Model and can be used to successfully plan anything from an exhibition to a career. It's about the 'business' of making something happen. The model includes identifying your "customers", how to reach them, who can help you, resources needed, how you pay for it, where your money comes from.

Develop your own plan throughout the day to create a document which you can use on a daily, weekly and monthly basis to move you into action and help keep you on track.

The tutor will:

- Introduce you to the concepts of 'business' planning in a creative and understandable way.
- Introduce the importance of 'business' planning for a successful practice.
- Encourage you to discover how the skills and imagination which feed your creative work can also be used to be successful in other areas of your professional life.
- Provide handouts.

Through individual, pair and group activities, the tutor guides you through all the areas you need to consider when building a plan for your career. She will help you understand and identify what products/services/values you are offering, who you want to be "selling" to and how you will achieve your aims.

By the end of the day you will have found clarity for your professional practice, and have the beginnings of an action plan which you can continue to develop and refine.

There will be a follow up online session where you will meet the tutor again to reflect and review your model with other students. Easy to follow instructions on how to connect to the online video conference via smartphone, tablet/ipad or computer will be provided.

LEVEL: INTERMEDIATE

Skills development. For those who have taken a related course or have some existing skills. The focus is on further developing and building of skills working towards independent practice.

Is there anything a potential student needs to be able to do to succeed on this course?

Think creatively.

ABOUT YOUR TUTOR:

Deborah Henry-Pollard coaches creative people, helping them discover that the skills and imagination which feed creative work can also support their businesses. She has 30 years' experience of creating strategies across the arts, charity and retail sectors and brings this expertise to helping her clients find their own solutions.

TIMETABLE:

9.00–9.15am	Registration and coffee
9.15am	Morning classes
10.30am	Coffee
12.45pm	Lunch (included)
2.00pm	Afternoon classes
3.30pm	Tea
5.00pm	Classes finish

MATERIALS FOR YOUR COURSE:

We have a generously stocked craft shop, which opens daily from 8.30am–2pm, for any materials you need to purchase from the shop.

Available from the Shop:

Coloured pens / pencils if you like to think visually
Notebook/blank paper

Please bring any of the above, if you have them.

HEALTH AND SAFETY:

The tutor instructs students in health and safety issues relevant to this course. There are no health and safety restrictions on access to this studio/teaching space in the absence of the tutor. All Personal Protection Equipment, apart from footwear, is provided by the College.

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