

British Creative Exchange

Creative Entrepreneur Workshop “Thoughts & Actions”:

When **29 November 2008**

Venue **Royal Academy Schools**
Burlington House, London, W1J 0BD

Our “Thoughts & Actions” Workshop is a full-day event, developed specifically for the 2008 British Creative Exchange Season to offer collaborative content and innovative outcomes.

Exploring the enterprising nature of creative work within the spectrum of the cultural industries, “Thoughts & Actions” seeks to bring together established professionals and emergent young talent for a collaborative, cross disciplinary and engaging event.

Building on the experience of leading figures within the industry, Thoughts & Actions specifically aims to increase:

- **Confidence and competence**
- **Business skills relevant to working in the creative sector**
- **Practical understanding of marketing and branding issues**
- **Access to advice, guidance and support for creative businesses**
- **Profit making competence**
- **Peer networking**

The workshop will provide a unique opportunity for participants to actively engage with leading creative entrepreneurs working within the creative industries.

Throughout the day, creative entrepreneurs who have successfully launched their own concepts, events, brands and businesses will provide first-hand accounts on their journeys. By sharing their experiences, leading figures working within the creative industries will inspire delegates in a series of interactive sessions, exploring business and industry themes which impact contemporary, British cultural entrepreneurs.

In addition the workshop will provide peer support through the assessment of participants’ practical, immediate and long term concerns, by assisting them improve and enhance particular business models within the creative sector.

Prior to the workshop participants are required to submit two main concerns that they would like the speakers to address on the day of the workshop. These are to be submitted through the online form available on the Workshop page of the britishcreativexchange.com website. These concerns can range from commissioning to marketing; starting a business to closing a deal; branding and networking; to securing partnerships and funding.

Deadline for submission of the online form is 1pm on Wednesday 26 November.

Programme

- 10:30 - 11:00** **Arrival and Registration** – Coffee and Pastries
Delegates choose session to participate in the Creative Surgery segment.
- 11:00 - 11:10** **Overview:** Derick Johnson - CEO British Creative Exchange
- 11:10 - 11:55** **Nikolai Delvendahl: Transition - Big Fish, Little Fish**
Delvendahl is the former Director of the award-winning architectural practice Adjaye Associates and architect of Rivington Place and the Bernie Grant Arts Centre. He is now CEO of his own organisation - DMD Architects Ltd.
- 11:55 - 12:40** **Jeremy Hunt** publisher and editor of **Art & Architecture Journal**, the UK's leading independent journal on contemporary public art and architecture. Jeremy is one of Europe's leading public art conference organisers and a leading arts publisher operating within a UK and European context for over 25 years. This talk will look at multi disciplinary business models within the arts; engaging with the art press and publishers and expanding your audience base.
- 12:40 - 1:10** **Creative Surgery**
Speakers and Participants to respond to specific issues raised by delegates in advance through the web forum.
- 1:10 - 1:20** Derick Johnson - round up of morning's events.
- 1:20 - 2:10** Lunch
- 2:10 - 3:00** **Francesco Pedraglio: Integrity in the face of Commercialism**
How do small arts organisations cope in a highly competitive commercial environment?
Francesco is the Director of the independent gallery FormContent.
- 3:00 - 3:50** **Jonathon Hirons: Policy, funding and support for creative businesses**
Focus on policy and defining what makes strong funded business. The session will offer participants guidance about key components of public funding and maximising partnership funding in-line with Government strategies and targets.
Jonathan is a consultant working for Creative Development UK.
- 3:50 - 4:00** Break
- 4:00 - 4:30** **Creative Surgery**
Speakers and Participants to respond to specific issues raised by delegates in advance through the web forum.
- 4:30 - 4:45** Close with Derick Johnson, CEO British Creative Exchange.