

Alison Branagan MA AIBC FRSA Creative Industries Consultant



Current Position

Developing an online version of 'Business Start up for Creatives' for Central Saint Martins College of Art and Design
Associate Lecturer - Central Saint Martins College of Art and Design, short courses in entrepreneurship, business and self-promotion.

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Recent Publications

'A Pocket Business Guide for Artists and Designers'
A & C Black, Publication July 2011
'The Essential Guide to Business for Artists and Designers'
A & C Black, publication February 2011
'Making Sense of Business', Kogan Page, published May 2009

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Academic and Business Consultancy

Over the years I have devised programmes, student guides and delivered workshops for City University, Hertford University, Kensington and Chelsea College, Arts Academy, Goldsmiths College, UAL Colleges and Careers Service, LCACE, University of Greenwich, Surrey Institute of Art and Design, Middlesex University, Kingston University, The London Business School and the Royal College of Art RCA FUEL project.



Current and previous clients include Connections, KIST, TNG and Head for Business. Since the year 2000 I have been a consultant to Artquest, The Artists Information Company, Hidden Art, AOI, CIDA, ICA, NALD, ACAVA, Shape Arts, Dada South, and the Malta Arts Council.

Professional Memberships

Fellow of the Royal Society for the Encouragement of Arts Manufacture and Commerce, FRSA.
Associate member of the Institute of Consulting IC.
Ethical adviser for The Association of Illustrators, and consultant for the AOI Master Classes.
Member of The Society of Authors.
Serving on the London Area Policy Forum for the Federation of Small Businesses.
Member of the Federation of Small Businesses.
Full public liability and professional indemnity insurance.

Selected Qualifications

09/99 - 06/00

City & Guilds 7307 Stage Two Further and Adult Education Certificate
(Research module in creativity) at The City Literacy Institute, Stukeley Street, London.

09/98 - 05/99

City & Guilds 7307 Stage One Further and Adult Education Certificate
Six BTEC Units Level Four - The Professional Fine Art Management and Practice Programme
Kensington and Chelsea College, Hortensia Road, London.

09/95 - 06/98

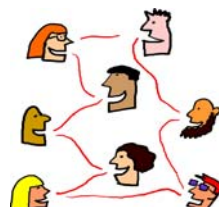
MA with Distinction - Applied Art and Visual Culture
By Project - Installation Art
Extended Studies programme - Silversmithing, Casting, Design, and Jewellery
Sir John Cass, London Guildhall University, Whitechapel High Street, London.

09/89 - 06/92

BA Fine Arts Degree - Birmingham Institute of Art and Design
University of Central England, Margaret Street, Birmingham.

09/88 - 06/89

Foundation Year Diploma
Harrogate College of Art and Technology, Hornbeam Park, West Yorkshire.



Selected Consultancies, Research and Lecturing

- 07 - 10 'Pathways' business advice project, facilitating AOI master classes and lecturing at Central Saint Martins. Commissioned by Kingston University 'Creative Routes' to write and deliver a new business module for the second undergraduate year of the Art and Design faculty and various publishing projects.
- 06 - 07 'AOI Business Start up Master Classes' devised and lectured upon a new professional development course for the Association of Illustrators, with Simon Stern and Fig Taylor, ongoing.
'Business Skills for Artists' A programme of public business training, the Malta Council for Culture and the Arts.
'Creative Enterprise from Creative Students to Creative Entrepreneurs' Keynote speaker, conference in Birmingham hosted by the University of Central England. Paper 'Can it be Taught - Teaching - vs - Training' (Available from UCE on download and from my own website)
'Entrepreneurial Skills for the Creative Industries - Preparing the Undergraduate' article for Palatine Magazine.
'First Steps to Freelancing' web guide written for National Association for Literature Development (NALD) on self-employment, member resource section.
'Second Steps' guide for designers, guest Chapters - Crafts Galleries on 'Negotiation Tactics' and 'Getting Paid'.
- 01- 06 Course Director 'Entrepreneurial Skills for the Creative Industries' and 'Presentation Skills' City University.
- 03 - 06 Associate Business Adviser TNG, Business Support and New Deal Programme.
- 04 - 05 'Creative Clusters' and 'Creative London North' Entrepreneurial workshops and business advice.
'Creative Routes' Workshops in business and presentation skills - CIDA.
'Enterprise Summer School' Workshops in business and pitching skills - LCACE.
'New Creative Ventures' Developing networking and pitching - London Business School.
'Seven Steps to Business Start-Up' Fully accessible guide to self-employment for artist/designer makers with disabilities - Dada-South.
'Seven Steps to Self-Employment' and 'Application and Presentation Skills' Consultant to Artquest, researching and creating new web general content, for the Artquest website.
- 03 - 04 Consultant to the Artists Information Company, researching and creating new web content and guides in 'How to Get Paid', 'Understanding Tax', and 'Business Start-up', for the AN website.
Set up a networking group for creative people for the North London Enterprise Club.
- 01- 03 'In the Picture', Professional Development training for disabled artists, a short course over two months, researched, devised and delivered in partnership with Shape and London Arts (now ACE London). Focusing on exhibition management, marketing, legal issues and enterprise skills. Worked as a special arts advisor, on the 'Creative People' initiative. Lecturer at Kensington and Chelsea College and Course Director during these years.
'Business Functions in the Creative Industries', Course Director, University of Greenwich.
'First Steps' a short course in professional development, and 'Gradlab' programme for recent graduates from art and design degrees, London Institute Careers Advice Service.
Producing learning material for 'Higher Education for Capability' in 'Business Start-Up' and 'Sources of Support for Business', which will additionally generate student-learning hours.
'Community Enterprise' programme, lecturing creative individuals, Middlesex University.
Enterprise workshops for creative people in conjunction with the ICA and Queens Park New Media Centre.
Tutoring small groups of creative people in developing enterprise skills and one to one advice sessions.
Senior Portfolio Development Worker and Enterprise Trainer at ACAVA. Offering one to one guidance and support for artists on careers and training. Developing portfolio workshops and delivering Professional Development and Enterprise Training Courses for Visual Artists 'Learn Skills' years 2002 onwards. In partnership with ACAVA where we set up the first portfolio lending library for artists in London.
- 00 - 01 Consultant for the Central London Learning Partnership, researching visual arts/contemporary crafts projects. Supported by London Arts, The London Institute, London Voluntary Service Council, and Camden Lifelong Learning Policy and Research Group. Mapping these activities in the seven central London boroughs involving socially excluded groups. See website for download PDF 'Community Spheres' Report.
Research position, investigation into entrepreneurship in the creative industries, defining the qualities and skills needed to develop micro-enterprises in London. The project included deskwork, interviewing entrepreneurs from a range of businesses and writing-up reports for the creation of a new BTEC Award titled 'Entrepreneurial Skills in the Creative Industries'. This has led to the development of teaching material for the course that aimed to develop post-graduate students' practical entrepreneurial skills, alongside a mentoring scheme.

To view gallery and selected arts and craft/design practice CV, please visit www.alisonbranagan.com.



Specialist Areas (Consultancy/Business Advice/Workshops)

My training style is a mixture of formal lecture, group exercises, and interactive role-play with informative handouts. Lecturing at varying levels with creative people and those whom have completed or are outside formal education that are seeking to develop an occupation or set up in business.

Entrepreneurship

- Practical entrepreneurial skills development, including formal skills in database creation, Power Point, Internet, marketing, networking, communication and presentation skills.
- Developing entrepreneurial qualities, negotiation techniques, confidence, presentation techniques, how to sell, making a pitch, innovation, vision, spotting opportunities, evaluating risk, creative thinking, flexibility, and teambuilding.
- Seven steps to self-promotion, setting up a website, alternative publicity and profile building strategies.
- Enterprise tips, case studies, business options for creatives and enterprise signposting.
- Community and environmental responsibilities, ergonomics, business ethics and social entrepreneurship.
- Legal issues, business plans, contracts, jargon and rights grabs, NDAs, terms and conditions, insurance, regulations, licenses and copyright/design right/trademarks/patent.
- Research methods for interviewing an arts/creative figure /entrepreneur in the visual arts or creative industries.
- The artist/designer as entrepreneur, overview both historic and contemporary, of the creative industries.
- How artists/designers earn their income and relation to their environment.

Business Start- Up and Marketing

- Seven steps to self-employment, business start up and plan, recognising skills gaps, strategies, marketing, USP, 4 P's, competition, SWOT, STEP, cash flow, costing and pricing, pricing work, commercial rates, money management, invoices, tax issues, business structures, legal matters, funding, sources of support and starting accountants.
- Writing a business plan for an exhibition or event/project, this includes, funding, plan, market research, campaign, and importance of venue.
- Meetings, time management, roles and responsibilities.
- Market research explorative methods for commercial sale and manufacture.
- Marketing and management strategies for an exhibition/event/project, including, overview of venues.
- Contacting the press, media releases and photo calls.
- Introduction to branding, image rights, and multiple registration rights.
- Marketing plans, basic promotion, timescale and deadlines.
- Marketing and artistic statements or drafting copy for more commercial purposes.
- Ideas for exploring new or future markets.

Presentation Skills

- Confidence and persuasion in public speaking.
- Structuring presentation and use of creativity.
- Audience arrangements for impact and disability awareness.

Professional Development

- Module or programme development for universities or creative industries initiatives.
- Strategies in how to raise finance through sponsorship, trusts, art funding bodies and self-initiated ventures.
- Artistic/design statements, personal and promotional, creative strategies explored. Skills for creative employment,
- CVs, covering letters, written application and preparing for interview.
- Resources for business and career pathways.
- Approaching agents, agencies, dealers and galleries.
- Strategies for gaining, planning, documenting an exhibition or commission from first brief/proposal to realisation, and follow up activity. How to approach galleries or agents.
- Health and Safety awareness, including, signs, risks and hazards, basic risk assessment of a studio/workshop plan, COSHH, and good studio/workshop practice.
- Community Arts - an overview of provision - planning projects and workshops.

For more details about business, entrepreneurship and marketing courses please visit www.alisonbranagan.com.

