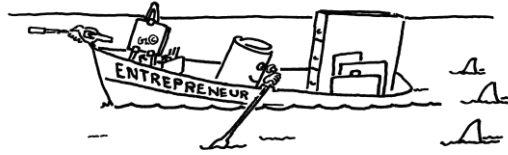


University of the  
Arts London  
Central  
Saint Martins



## Business and Enterprise Courses at Central Saint Martins College of Art & Design

To compliment the diverse range of art and design short courses at Central Saint Martins we offer a range of courses in business and enterprise skills for the creative practitioner. The following is the selection of courses for 2009 - 2010, taught by Alison Branagan MA AIBC FRSA.

Alison Branagan is an author and specialist business adviser working within the creative industries. She has a proven track record in research, devising innovative short courses for artists, designers and creative people, which have enhanced their professional standards, increased entrepreneurial skills and generated opportunities to further their practice or enterprise

Visit [www.alisonbranagan.com](http://www.alisonbranagan.com) for more information and student testimonials.

Book online through our secure server [www.csm.arts.ac.uk](http://www.csm.arts.ac.uk)

To request a brochure email: [shortcourse@csm.arts.ac.uk](mailto:shortcourse@csm.arts.ac.uk) or telephone: **020 7514 7015**

### Entrepreneurship for Creatives

**course** 20 April to 8 June 2010, Tuesdays 18.00 – 20.30, 8 weeks  
**course** 12-15 April 2010, weekdays 10.00 – 16.00, 4 days  
**course** 12-15 July 2010, Summer School 10.00 – 16.00, 4 days  
**cost** £375  
**location** Southampton Row

Alongside talent, artists, designers, and creative professionals have prospered through a variety of means. Many skills need to be enhanced or acquired to acquire success as a practitioner or build a business within the creative industries. This course aims to assist in developing a range of inter-personal and practical enterprise skills to help you profit from opportunity. Through a series of workshops, you will learn how to focus, negotiate, construct networks, create a vision, work with others, understand key legal aspects and business strategy. Learning about these topics will assist in pursuing an entrepreneurial outlook. The course includes sessions on idea generation and creating an inspired sales pitch.

### Self-Promotion for Creatives

**course** 21 April to 9 June 2010, Wednesdays 18.00 – 20.30, 8 weeks  
**course** 19 – 22 July 2010, Summer School 10.00 – 16.00, 4 days  
**cost** £375  
**location** Southampton Row

This course is essential for anyone who desires to make a living from art, design, image-making, or other creative activities. It focuses on vital marketing, promotional and presentation skills. To guarantee success, creatives have to network, profile build, write statements or marketing copy, and generate imaginative publicity for their ventures. Alongside being able to present visual material for editorial use, or constructing proposals. Practical exercises will improve confidence in presenting projects and ideas to sponsors or audiences.

## Business Start-up for Creatives

<b>course</b>	19 January to 9 March 2010, Tuesdays 18.00 – 20.30, 8 weeks
<b>course</b>	6-9 April 2010, weekdays 10.00 – 16.00, 4 days
<b>cost</b>	£375
<b>location</b>	Southampton Row

This course is for artists, designers, photographers and image makers who wish to know about how to set up in business, and learn about the benefits of becoming self-employed. Did you know for instance that you can be employed and be self-employed at the same time? Did you know that if you sell work or need to gain commissions or run workshops on an ongoing basis you need to gain legal trading status? But don't panic! This course will give you an overview of where to find sources of support, how to write a business plan, gain funding, and identify a market for your artwork and skills. Other topics covered include raising awareness of legal issues, how to keep records, financial matters, taxation, and invoicing.

*A selection of testimonials from recent students many of which have gone on to set up their businesses.*

"This course covers a lot of information in a short time and helps point you in the direction of what to do in the future."  
Monique Luttin – [www.moniqueluttin.com](http://www.moniqueluttin.com)

"Good starting point, very inspiring, really gets you going, a lot of information is given on the course, fantastic!!!"  
Biba Fox

"The Course is excellent, extremely informative, yet incredibly fun and enjoyable. I would highly recommend it to any creative looking to start up a business."  
Jim Church [www.scrapdesign.co.uk](http://www.scrapdesign.co.uk)

"Alison's course covers just about everything one needs to know when venturing into creative business."  
Samuel Wingate [www.samuelwingate.co.uk](http://www.samuelwingate.co.uk)

"All designers and artists should take these courses you will not just stumble upon this in-depth information on your own. A great start for a fuzzy future."  
Will Gurley [www.willgurley.com](http://www.willgurley.com)

"It's wonderful that someone is at long last addressing the problem of bringing together entrepreneurial skills together with abilities in the art and design field. Alison's course was highly informative and most useful in helping me with a change of direction in my career."  
Janet Caton

"A good course especially if you have questions that you really need answering...which is most of us."  
Teddy Keen

"I have thoroughly enjoyed this course. It has been helpful to me and has been inspiring. I enjoyed meeting other people in the creative industries and felt it was great to bounce ideas off each other. I would definitely recommend this course."  
Eleanor Ball

"I have received business advice from Alison Branagan on setting up and furthering my business in the creative sector. This advice has been invaluable to me in providing confidence and a proactive approach to expanding my client base. The advice was professional and clear and I am in the process of implementing the suggested targets and seeing positive results."  
Emily Druiff MA

"As a photographer it has helped me to identify my key skills and how best to interact with potential customers."  
James Bell [www.bellphoto.co.uk](http://www.bellphoto.co.uk)

"Very inspiring course, excellent for getting to know the harsh realities of being self-employed. This course covers everything you didn't know."  
Audrey Whelan [www.audreywhelan.com](http://www.audreywhelan.com)

"Alison was inspiring and has a way of teaching that makes the information stick in your mind. Her handouts are a god send. I will recommend her course to all my struggling friends."  
Rebecca Evans

**(Please note** discounts are available for students studying full time on undergraduate or postgraduate courses)

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