



PROFILE

Alison Branagan is an arts and creative industry consultant specialising in business support, legal matters, entrepreneurship, promotion and presentation skills.

She is also the author of 'The Essential Guide to Business for Artists & Designers', (2nd edition Bloomsbury). She is also an associate lecture at Central Saint Martins since 2003, where she established a number of business, entrepreneurship and self-promotion courses.

She has a Masters degree in Applied Art and Visual Culture, is an Associate of The NCEE, an Associate of the Institute of Consulting, The Design Trust, a Member of the Society of Authors, a Crafts Council Mentor and Fellow of the Royal Society of Arts.

CURRENT POSITIONS

Recent UCA Creative Enterprise Coordinator

Responsible for enterprise activity, module development, student guidance and engagement at the Epsom, Farnham, and the Royal School of Needlework campuses. (2016 -2018)

Present Central Saint Martins Associate Lecturer

Running short courses in Entrepreneurship, Business-Start-up, Self-Promotion and Presentation Skills.

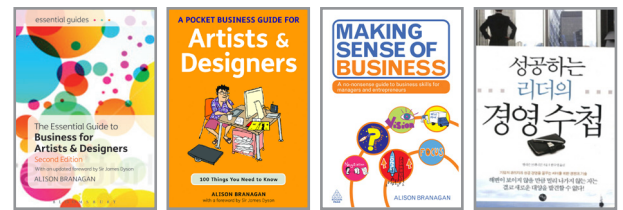


PROFESSIONAL MEMBERSHIPS

- Fellow of the Royal Society for the Encouragement of Arts Manufacture and Commerce, FRSA
- Associate member of the Institute of Consulting (IC)
- Associate for the National Centre for Entrepreneurship in Education
- Served on the London Area Policy Forum for the Federation of Small Businesses
- Member of the Society of Authors

PUBLICATIONS

- **The Essential Guide to Business for Artists & Designers**
Second Edition, 2017, Bloomsbury Academic
- **The Essential Guide to Business for Artists & Designers**
Revised & Updated (3rd) 2011, 2012, 2014
- **A Pocket Business Guide for Artists & Designers**
July 2011, A&C Black
- **Making Sense of Business**
May 2009, Kogan Page (Various Korean Translations)



ACADEMIC & BUSINESS CONSULTANCY

- The New Ashgate Gallery Shape Arts
 Future Foundry University of Greenwich
The Crafts Council **A-N** **ASOS**
 Art Academy City University
The Royal College of Art
 Hertford University **Kensington & Chelsea College**
Institute of Professional Goldsmiths
 Birmingham City University **NCEE**
 Kent Business School Middlesex University
 Kingston University **Goldsmiths College**
 UAL Enterprise & Employability Service
 The London Business School

QUALIFICATIONS

- **The City Literary Institute** 1999 – 2000

Stage 2 Further & Adult Education Certificate

Research module into creativity. City & Guilds 3707.
- **Kensington & Chelsea College** 1998 – 1999

Stage 1 Further & Adult Education Certificate

Six BTEC units, level four. City & Guilds 3707.
- **Sir John Cass School of Art, Architecture 1995 – 1998 and Design**

MA with Distinction – Applied Art & Visual Culture

By Project: Installation Art. Extended Studies Programme: Silversmithing, Casting, Design & Jewellery.

- **Birmingham Institute of Art & Design** 1989 – 1992

BA – Fine Arts Degree

University of Central England, Margaret Street, Birmingham.
- **Harrogate College of Art & Technology** 1988 – 1989

Foundation Year Diploma

Hornbeam Park, West Yorkshire.



EXPERIENCE (TO 2010)

- **2007 – 2010**

'Pathways' Business Advice Project / AOI Master Classes

Commissioned by Kingston University 'Creative Routes' to write and deliver a new business module for the Art & Design Faculty.
- **2006 – 2007**

AOI Business Start-Up Master Classes

Devised and lectured upon a new professional development course for the Association of Illustrators.

Business Skills for Artists

Business course for the Malta Council for Culture and the Arts.

Creative Enterprise from Creative Students to Creative Entrepreneurs

Keynote speaker, conference in Birmingham.

First Steps to Freelancing

Created one of the first web guides for NALD.
- **2001 – 2006**

Course Director, City University

'Entrepreneurial Skills for the Creative Industries' & 'Presentation Skills'.
- **2003 – 2006**

Associate Business Adviser, TNG

Business support and New Deal programme.
- **2004 – 2005**

Creative & Entrepreneurial Workshops

'Creative Clusters' & 'Creative London North'.
'Creative Routes', CIDA.
'Enterprise Summer School', LCACE.
'New Creative Ventures', London Business School.
'Seven Steps to Business Start-Up', Dada-South.
'Seven Steps to Self-Employment' & 'Application and Presentation Skills', and an early consultant to Artquest.

- **2003 – 2004**

Consultant to the Artists Information Company

Guides in 'How to Get Paid', 'Understanding Tax' & 'Business Start-Up'.

Founder of the North London Creatives Networking Group

Supported by the North London Enterprise Club.
- **2001 – 2003**

'In The Picture'

Professional development training for disabled artists. Shape & ACE London. Focusing on marketing, legal issues & enterprise skills.

Lecturer, Kensington & Chelsea College

Course director on the BTEC AIR programme during these years.

Course Director, University of Greenwich

Devised a 'Business Functions in the Creative Industries' module.

Learning Material Producer, Middlesex University

'Higher Education for Carability' in 'Business Start-Up' & 'Sources of Support for Business'. Lecturer, 'Community Enterprise' programme.

Enterprise Workshops for Creative People

ICA & Queens Park New Media Centre.

Senior Portfolio Development Worker & Enterprise Trainer, ACAVA

Developing portfolio workshops and delivering Professional Development and Enterprise Training courses, years 2002 onwards.
- **2000 – 2001**

Consultant, Central London Learning Partnership

Researched into informal learning in the visual and applied arts.

Research Position

Investigation into entrepreneurship in the creative industries, for a BTEC award defining the qualities and skills needed to develop micro-enterprises in London. Created teaching material that developed post-graduate students' practical entrepreneurship skills, alongside a mentoring scheme.

★ SPECIALIST AREAS

□ Consultancy | Business Advice | Workshops

My workshops are a combination of formal lecture, group exercises, and interactive role play with informative handouts. Please note I am able to present materials to camera for online courses, podcasts, or broadcasts.

□ Entrepreneurship & Self-Promotion

- Practical entrepreneurial skills development, including networking, blogging and social media strategies, self-promotion, creative marketing, publicity stunts, communication and presentation skills.
- Developing entrepreneurial qualities, negotiation techniques, confidence, presentation techniques, how to sell, making a pitch, current trends, future trends, innovation, focus, vision, spotting opportunities, evaluating risk, creative thinking, flexibility, and teambuilding.
- Seven steps to self-promotion, blogs, websites, online showcasing, 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,
- British/EU/International regulations, CE marking, 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/maker as entrepreneur, overview both historic and contemporary, of the creative industries.
- How artists/designers earn income / relation to their environment.

□ Presentation Skills

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

📁 BUSINESS ADVICE & WORKSHOPS

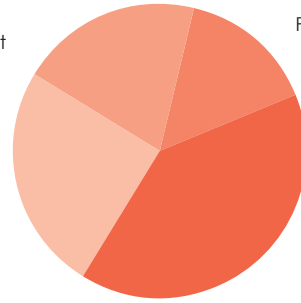
Creative England Hidden Art Arts Thread
 Crafts Council **Surrey Arts** The Design Trust **CIDA**
 ACAVA **The Goldsmiths' Centre**
RCA Snap Oxford Brookes **Artquest**
The Freelancer Club UCA
The AOI Central Saint Martins
 Malta Arts Council **Head for Business**

Professional Development

Presentation Skills

Business Start-Up & Marketing

Entrepreneurship & Self-Promotion



□ Business Start-Up & Marketing

- Seven steps to self-employment, business start-up and plan, recognising skills gaps, strategies, marketing, USP, competition, SWOT, STEP, PESTLE, cash flow, costing and pricing, pricing work, commercial fees & rates, money management, invoices, tax issues, business structures, legal matters, insurance, business names, and Intellectual Property, funding, (new collective movements) sources of support, record and book keeping.
- Writing a business plan for an exhibition or event/project/ collection launch, this includes, funding, planning a marketing campaign for both print and online media.
- Meetings, understanding the value of time, time management, roles and responsibilities.
- Market research into industry, market sectors, competitors, manufacture and explorative methods for commercial sale.
- Marketing and management strategies for an exhibition/event/ project/collection/business launch, including, types of venues.
- Contacting the press, journalists, bloggers, writers, media releases, #Savethedate and photo calls.
- Introduction to branding, image rights, and multiple registration rights. Including key steps to protecting your work online.
- Marketing plans, basic promotion, timescale and deadlines.
- Artistic or design statements or drafting marketing copy for more commercial purposes and social media.
- Ideas for exploring trends, new and future markets.

Professional Development

2nd and 3rd Year BA, Post-Graduate Level, Masters Level

- 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 (creative strategies), promotional, marketing copy, skills for creative employment.
- CVs, profile statements, covering letters, applications and preparing for interview, face-to-face & via webcam.
- 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.
- Health and Safety awareness, including, signs, risks and hazards, basic risk assessment of a studio/workshop plan, COSHH, and good studio/workshop practice.
- An overview of provision - planning projects and workshops.

