



PROFILE

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

Her key publication is the '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.

Alison has a Masters degree in Applied Art and Visual Culture, is an Associate of The National Centre for Entrepreneurship in Education, and the The Institute of Consulting. A member of The FSB, member of The Society of Authors, and Fellow of the RSA. She is a mentor for The AOI and Talent Development Associate for the Crafts Council.

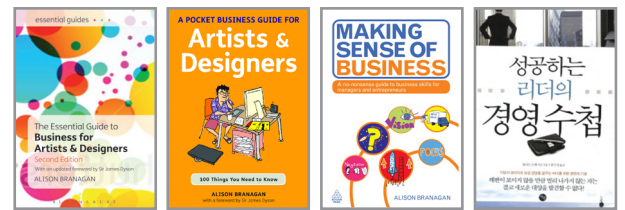
CURRENT POSITIONS

- Recent**
UCA Creative Enterprise Coordinator 2016 - 2018
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 2003 -
Short course tutor in Entrepreneurship, Business, Promotion and Presentation Skills.
Professional Development Deputy at The Art Academy London, Pathway Tutor for 'Exploring Creative Vocations'.



PUBLICATIONS

- The Essential Guide to Business for Artists & Designers**
Second Edition, 2017, (reprint 2019) Bloomsbury
- The Writers' and Artists' Year Book**
How to Make a Living 2018, 2019, 2020, 2021
- 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 A-N Artquest The AOI
Sotheby's Institute of Art A-N
Art Academy City University
The Royal College of Art
Hertford University Kensington & Chelsea College
Institute of Professional Goldsmiths
Birmingham City University TNG NCEE
Middlesex University UAL Enterprise Services
Kingston University Goldsmiths College
Coventry University Enterprises
The London Business School

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 Educations NCEE
- Member of the Society of Authors SOA
- Full professional indemnity and public liability insurance for business advice and consultancy

QUALIFICATIONS

- The City Literary Institute**
Stage 2 Further & Adult Education Certificate
 Research module into creativity. City & Guilds 3707.

1999 – 2000
- Kensington & Chelsea College**
Stage 1 Further & Adult Education Certificate
 Six BTEC units, level four. City & Guilds 3707.

1998 – 1999
- Sir John Cass School of Art, Architecture and Design**
MA with Distinction – Applied Art & Visual Culture
 By Project: Installation Art. Extended Studies Programme: Silversmithing, Casting, Design & Jewellery.

1995 – 1998

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

1989 – 1992
- Harrogate College of Art & Technology**
Foundation Year Diploma
 Hornbeam Park, West Yorkshire.

1988 – 1989



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.

2007 – 2010
- 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.

2006 – 2007
- 2001 – 2006**
Course Director, City University
 'Entrepreneurial Skills for the Creative Industries' & 'Presentation Skills'.

2001 – 2006
- 2003 – 2006**
Associate Business Adviser, TNG
 Business support and New Deal programme.

2003 – 2006
- 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.

2004 – 2005

- 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.

2003 – 2004
- 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.

2001 – 2003
- 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.

2000 – 2001

★ 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

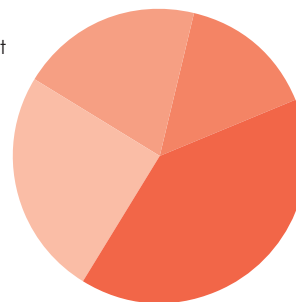
Creative England Hidden Art Arts Thread
Crafts Council **Surrey Arts** The Design Trust LCF
 ACAVA **The Goldsmiths' Centre**
RCA **Snap** Oxford Brookes **Artquest**
The Freelancer Club **UCA**
The AOI **Central Saint Martins**
Malta Arts Council **Bucks New University**

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.

