

# New into Business 2010

Giving designer makers the confidence to promote themselves,  
sell work and grow their business

5 & 6 Oct 2010

A two-day training programme aimed specifically at designers going into business, including one year's free membership of the Craft Central Network. If you're a designer just starting out on your own, this specially tailored *New into Business* programme will provide you with essential information needed to get your business off the ground.

During one full day of business skills workshops and an individual panel session the following day, you will meet successful designers and business experts who will offer vital information covering all areas crucial to starting a craft and design business.

Book now! Advanced booking is essential, as places are limited...

Book online <http://craftcentralbookings.org.uk/programme/business-training>

PRICE: Subsidised rate of only £60

If you're not yet a member, this includes 1 year's free membership of the Craft Central Network (worth £42). Your Network welcome pack and complimentary code to join online will be waiting for you at Craft Central on Tuesday 5 Oct.

More information about Network benefits can be found on our website <http://www.craftcentral.org.uk/network>

For more information see below or contact:

[inbusiness@craftcentral.org.uk](mailto:inbusiness@craftcentral.org.uk)

020 7251 0276

---

New into Business 2010

Programme Details

*New into Business Day One – Tuesday 5 Oct*

9am

Welcome and Networking

Meet each other and the Craft Central team.

9.30am – 1pm

## Getting Organised - Group Workshop by Rachel Smart

***'Rachel helped to find a direction for my business – pragmatic and supportive.'*** (Network Member)

Rachel trained as a designer and was director of an architectural practice before completing an MBA. Since 2000 she has been advising design businesses to help them achieve more profit with less stress, teaching design management at a number of educational institutions and working with support organisations including Crafts Council, Arts Council and University of the Arts. Rachel has also completed research into the successful strategies of small design businesses through a PhD at Birkbeck, University of London.

Getting organised is fundamental to new businesses success and this seminar covers the key elements to consider in the early stages of a business.

The topics covered are:

- Setting your strategy
- Managing your work
- Organising your finances

The seminar will assist those in the early years of a business and help them progress more effectively to identify their strategy and implement successfully.

## 2 – 5.45pm Selling Your Work: An introduction to PR & Marketing and taking part in Trade Shows - Group Workshop by Dan Maier

***'Dan is the most helpful person I've ever met to advise me on my business.'*** (Network Member)

Dan Maier's lighting designs sold through Harvey Nichols and Liberty and became best-sellers in Heals and The John Lewis Partnership. She grew her business from a 'one man band' to a limited company employing 20 people and owning her own studio. She now specialises in bespoke commissions for display, theatre, advertising and interiors with clients such as Le Creuset, The Old Vic, Saatchi's and The Royal Caribbean Cruise Liners. With over 15 years working in the industry, she now shares her wealth of knowledge and experience as a business advisor to designer makers.

Love making, hate selling? If you're waiting to be discovered, you may have a long wait if you don't help people find you. Gain confidence in selling your work and promoting yourself by learning how to approach potential clients and the press effectively. If you hate the idea of having to make cold calls, Dan will help you to conquer your fears and get results. Learn about exhibiting to the trade and find out if this is for you.

This workshop will cover:

- Identifying what's really unique about your product
- Identifying appropriate arenas for selling your designs
- How to approach potential clients in a professional manner that will get you taken seriously
- How to contact the press & media
- Taking part in a trade show - whether you can afford to sell to retailers

- Minimum orders & lead times – what retail buyers expect

Participants should bring examples of their work to the workshop.

---

## *New into Business Day Two – Wednesday 6 Oct*

### Panel of Industry Experts...

(Individual time slots to be allocated between 9am and 2pm)

You will discuss your work and aspirations with a panel of industry experts and experienced designer makers. The panel can critique your current collection and offer advice for the next steps in your career. Please bring along examples of current work and promotional material, e.g. postcards or images of your work.

#### **Emily Jo Gibbs** <http://www.craftcentral.org.uk/emily-jo-gibbs>

Emily has established an international reputation for her exquisite handbags over the past decade. She has received significant critical acclaim for her work and pieces are held in the permanent collections of the V&A, the Crafts Council and The Museum of Fine Art, Houston. Emily has a wonderful talent for combining materials and creates beautiful objects that have been inspired by her observations of nature.

#### **Piyush Suri** <http://www.handmadeinbritain.co.uk/> <http://www.craftcentral.org.uk/piyush-suri-london>

London based designer and Saint Martin's College of Art and Design graduate, Piyush Suri creates luxury fashion accessories and home products. With over 7 years of experience working in India and the UK, he launched his own label 'SURI' in 2005 and sells his collection in the UK (including; The National Gallery, The British Museum and The Tate Britain). **Handmade in Britain** was established by Piyush to support upcoming UK designer makers. The organisation works to promote professional design excellence, presenting shows at Chelsea Old Town Hall and the Bath Assembly Rooms. Handmade in Britain is an initiative to maintain the high standards in British Craft sector and provide a platform to new designers to start their own business.

#### **Sarah Hewett – Events & Professional Development Manager at Craft Central**

With a background in art and photography, Sarah is responsible for the organisation of Craft Central's events and exhibitions. She also coordinates the Business Training Programme and ensures it is tailor-made for designer-makers.