

Business planning and marketing strategy: How do I grow my creative business?

Wednesday 1 March, 9.30 – 1.pm

The Harris Museum and Art Gallery, Market Square, Preston, Lancashire, PR1 2PP

Directions

The Harris Museum & Art Gallery can be found in the heart of Preston on Market Square (sometimes called the Flag Market)

Sat Nav Postcode for the Harris Museum is: PR1 2PP

Look for entrances via Jackson Street and Harris Street.

Train:

There are regular trains to Preston from London, Birmingham, Manchester, Glasgow, Edinburgh, Liverpool, East Lancashire and Lancaster.

The Harris is a ten minute walk from Preston rail station.

The Harris is only 5 minutes walk from Preston Bus Station.

Agenda

09.15am	Arrival, registration and tea/coffee
09.30am	Welcome and Introductions
10.00am	Business Visioning with Caroline Jackman
10.50am	Break
11.10am	Marketing & Social Media with Caroline Jackman
12.00pm	Chris Barnes – maker presentation
12.30pm	Q+A
12.45pm	Reflection
01.00pm	Finish

Who is speaking?

Caroline Jackman, Crafts Council Talent Development Manager, has a wealth of experience in working in the arts and working to support the business and creative development of artists and makers from amateurs to established professionals.

Experienced maker Chris Barnes creates colourful pottery in his studio in Cumbria. Chris will be sharing his wealth of experience and knowledge to support you and your creative business.

What is on offer?

- How makers can visualise a business out of 'making' leading to commercial products leading to reaching a market
- How makers can earn money from their creativity, simple administration and managing budgets and introduction to funding options
- Advice and tips on social media and brand development to market your business
- Please bring:
- A sample of your work (or material sample), this should be an object that you do not mind being handled and easily transportable (ideally no bigger than 15cm in diameter)
- A digital device with an accessible series/portfolio of images of your work (please do not rely on Internet connection!!!)
- and/or a quality printed piece of marketing material showcasing your work (e.g. printed postcard, catalogue, brochure)

What refreshments are provided on the day?

Tea and coffee will be provided at the start of the session and during the afternoon break.

Business Visioning workshop is part of a series of workshops and events designed by the Crafts Council to provide makers with skills to export and promote their work successfully

Do you teach, consult and make? How to manage your creative offer

Wednesday 1 March, 2 – 5.30pm

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Agenda

2.00pm	Arrival, registration and tea/coffee
2.15pm	Welcome and Introductions
2.35pm	Managing your creative offer with Caroline Jackman
3.25pm	Break
3.45pm	John Grayson – maker presentation
4.15pm	Hugh Miller – maker presentation
4.50pm	Q+A
5.10pm	Reflection
5.30pm	Finish

Who is speaking?

Caroline Jackman, Crafts Council Talent Development Manager, has a wealth of experience in working in the arts and working to support the business and creative development of artists and makers from amateurs to established professionals. She will offer advice and tips on how to combine your skills to earning money from your breath of skills.

Experienced maker John Grayson John Grayson is an enameller and automata maker specialising in narrative based metal work. In addition to his practice he has supported UK craftsman development: lecturing in craft at a number of UK universities; advising on maker CPD as Director of Designer Maker West Midlands; and contributing to early career maker initiatives such as the Crafts Council's Hothouse programme.

Experienced maker Hugh Miller is a contemporary applied artist, specialising in studio furniture in wood. From his studio in Liverpool, he divides my time between producing his collection of pieces for exhibition, and creating bespoke commissions for private clients in the UK and abroad. Hugh initially trained as an architect, which still informs his practice. Hugh is a visiting lecturer and tutor of universities and contributed written articles and produced a book on Japanese Wood Craftsmanship'

What is on offer?

- Topics covered will include advice on applying to craft fairs and galleries, running workshops, and working to commission
- Make the best of your skills: running a multi stranded business and tips on how to brand this offer
- Advice offered on managing your finances and cash flows

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Speaker Information:



Hugh Miller

Hugh Miller is an award winning contemporary applied artist specialising in studio furniture in wood. Hugh trained as an architect, and sees his work as small pieces of architecture, where the concept is embedded in the intricacy of the detail.

Hugh's work is based on a set of design principles, developed during his Churchill Fellowship in Japan in 2015. Made in English elm and brass, Hugh's work explores contrast: between texture and smoothness; between hidden and visible; between plane and lath; and between lightness and solidity. These contrasts illuminate the duality of Japanese and Western cultural influences that underpin his work.

Hugh's latest collection, titled 'The Coffee Ceremony' uses the everyday ceremonies of life in Japan as the inspiration for developing an everyday ceremony of his own – the 'coffee ceremony'. Within this context, the process of making the pieces and the process of making coffee emerge as the same: both are ceremonies of making.

hughmillerfurniture.co.uk





John Grayson

John Grayson is an enameller and automata maker specialising in narrative based metal work. His practice focuses on sustaining, through craft, defunct industrial metal forming and decorating processes from the West Midlands. By appropriating the aesthetics associated with these objects, he makes contemporary satirical objects, often in response to political events, museum collections and heritage settings.

His work is held in collections of the National Trust, Hamburg Museum of Arts and Crafts, Wolverhampton City Art Gallery and the Crafts Council. Most recent projects include: Parallel Practices, a residency at Kings College London; the creation of the 'The Discombobulated Brexiteer' automata for the Crafts Council's Curios Turn exhibition; and 'La Brexiteuse à Petits Talons', an enamel automata for Made In The Middle touring exhibition. He is currently undertaking a practice lead PhD at Birmingham City University, School of Jewellery, researching the lost craftsmanship of 18th Century English Painted Enamel objects.

In addition to his practice he has supported UK craftsman development: lecturing in craft at a number of UK universities; advising on maker CPD as Director of Designer Maker West Midlands; and contributing to early career maker initiatives such as the Crafts Council's Hot House programme.

johngraysondesign.wordpress.com

