

Friday 31 October
Spike Design 9.30am-1pm

Diversify Your Practice

who for	Creative business owner, 2 years + in business	
summary	<i>Identify risks, opportunities and consequences of going to new clients and different markets. From case-studies the audience is able to find solutions to prevent work becoming too repetitive or spreading too thin.</i>	
approach	Incremental or radical change? Analysis of the different routes and options available to creative entrepreneurs.	
main benefit	Stay interested in your own work while growing your business	
structure	-Diversifying Matrix -Professional practice and management issues -Delivering outside usual capabilities	-Assessing new opportunities and directions -Forward planning
tools	The Diversifying Matrix / Input and actions modelling / Decision-making wheel	

Market Day

Friday 14 November
Spike Design 10am-5pm

who for	Creative entrepreneurs, SMEs pre start ups and start up, 3to 5 years in business.	
summary	<i>Empowering participants to undertake their own marketing activities and to feel confident that they have the skills to do so.</i>	
approach	Visualisation for understanding the connections between the different elements of marketing activity in relation with the success of the business and the reason for sales.	
main benefit	Understand processes and use tools to use to continue to develop own marketing plans after the workshop	
structure	- Defining Success - What business are you in? - Features & benefits	- How to communicate with your customers - Developing marketing promotions - Customers & sales objectives
tools	All attendants are given Market Day Pack which includes: storycubes, market day plan, 3 time lines, printed stickers, a marketing glossary.	

Use the Press to Grow Your Business

Wednesday 3 December
Spike Design 9.30am-1pm

who for	Creative business owner, 2 years + in business	
summary	<i>Use traditional and new media to imcrease your exposure and be seen by customers. What else can you find in the press that is useful to your business.</i>	
approach	How to become a suppliers of stories and stay in your customers' mind.	
main benefit	Improve confidence in managing media exposure to positively impact on business.	
structure	-Use the Press for Market Research -Use the Press for Product Development	-Using the Press to be used by the Press -Manage, record and measure
tools	Workshop note-sheet, Press Plan map	

PRICES & BOOKING FORM

Fill up and return by post with your payment to the following address:

Marion Gillet
The Hub
Bush House
72 Prince Street
Bristol BS1 4QD

I would like to attend (box-ticking please)

"Diversify Your Practice" - full price £35

"Market Day" - full price £100

"Use The Press to Grow Your Business" - full price £35

Total £ _____



Spike Design members are entitled to a discount. If you that's you contact Marion on 07790018972 or email info@mariongillet.com

My contact details

Name, Surname

Company/trading name

Address

City / Postcode

Phone number

Email address

I have read the terms and conditions (below) and include a cheque payable to Marion Gillet with this form.

Terms and Conditions

Bookings are taken on a first come first served basis. Payment must be received in full before the workshop date to guarantee a place. If a workshop is full you will be proposed an alternative date or a full refund. A £10 administration fee applies for cancellations made more than 7 days prior to the workshop. Cancellations cannot be refunded if made than less than 7 days before the workshop. Cancellations must be made in writing by email at info@mariongillet.com.

BUSINESS TRAINING FOR CREATIVE PROFESSIONALS

A / W 08 PROGRAMME

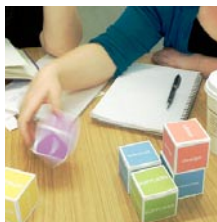
Are you a designer, artist or creative professional?

Have you started trading and feel you could do with more business training?

Learn from a creative professional who understands the creative industry's challenges and can translate business into creative language.

Look inside for details about a new and exciting programme of workshops held this winter at Spike Design!

mcjTRAINING



What they say

'Well structured session, tailored to the individual'

'Most useful was the visual methods for planning your business'



'Excellent variation of activities today. Although it was a long day - all relevant and interesting'

'Forced me to think about customer segments'

'Cool boxes and practical demonstration'

'It was great to take the time to see how to use PR in a variety of places'

'Touching a lot of key points'



THE TRAINER

Marion Gillet

Marion is a design management consultant with a product design background. Having worked for well known designers and architects such as Thomas Heatherwick she has both a broad and deep knowledge of what it takes for small creative businesses to fulfil their ambitions.



She started her own business in 2003 and provides services to assist designers in taking their ideas to market. Since 2006 she has run workshops that address challenges creative businesses owners and professionals face in an engaging and fun way. She is able to speak clearly about issues related to manufacture, distribution, license as well as marketing and financial management.

More information on www.mariongillet.com.

«Marion was very helpful and clear in her explanations»

THE VENUE

Spike Design

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Spike Design

Spike Design is the largest design incubator in the South West. Based within the acclaimed contemporary arts centre, Spike Island, we offer a highly creative business environment in an open-plan studio/office space. Our aim is to provide a nurturing and stimulating culture to help grow and support your business and aid you in developing essential skills that will ensure your business is successful