



Craft Central: In Business Bulletin January to March 2010

PLEASE KEEP THE BULLETIN FOR REFERENCE! IT DETAILS ALL TRAINING, OPPORTUNITIES AND SUPPORT AVAILABLE TO THE NETWORK JAN-MAR...

- **Business Development and Support Overview**
- **One to One Surgeries**
- **Group Seminars**
- **Networking Initiatives**
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- **Website Update**
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Booking procedure and important notes

To book a place fill in the booking form attached to this bulletin and return it with payment to the Craft Central office. All sessions must be paid for in advance and places will only be confirmed on receipt of payment. Craft Central's in Business training programme works on a first come first served basis so you are advised to return your form with payment as soon as possible to secure your place.

If you are unable to attend please give as much notice as possible by phone. Once booked, Craft Central does not refund for any training cancelled or unattended by designer makers. All Courses and Seminars are held at Craft Central, 33-35 St John's Square EC1M 4DS, unless otherwise stated.

Payment note - Craft Central would be very grateful if training/events participation payment could be paid via bank transfer to the Craft Central account, instead of paying by cheque. Account name Craft Central, Account no. 01516186 Sort code 30-92-32. We hope this doesn't cause you too much inconvenience. **Cash/Cheques will continue to be accepted.** Many thanks.

Craft Central Contacts

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Please find the 'Craft Central Feedback: Commendations and Complaints' policy at the end of this document.

Business Development & Support Overview

January

- 13 Jan **New Year Get Together: Tea, cake and tell us your troubles!** - Informal exchange of ideas for women, by CC team and Women's Resource Centre
- 14 Jan **Business Development and Planning Surgeries** by Rachel Smart
- 20 Jan **Self assessment for the Self Employed (Get organised for 31 Jan deadline!)**
Group Workshop by Martin McKee, Inland Revenue
- 25 Jan **Business Tonic Surgeries** by Dan Maier
- 26 Jan **Search Engine Optimisation and Related Topics**
Group Workshop by Rob Popper
- 27 Jan **Passion, Product, Presentation - Buying and Merchandising Tips n Tricks from a Buyer**
Group Workshop by Zoe Hannam of Locally Crafted
- 28 Jan **Discover Craft: Craft it Yourself – 'Stich n Bitch' Applique**
Group Workshop by Emily Jo Gibbs
- 29 Jan **Making it Happen – Getting where you want to be**
Group Workshop by Dan Maier

February

- w/c 1 Feb
Exact date TBC **Jewellery Focus Surgeries** by Aldyth Crowther
- 2 Feb **Press Coverage: Essential PR Tips & Writing a Press Release**
Group Workshop by Jacquie Richardson
- 2 Feb **Photography Tips n Tricks (Product Focus) from a Professional Photographer**
Group Workshop by Juliet Sheath of Full Focus
- 3 Feb **Tips n Tricks on Social Media - Using the social web for promotion and communication to develop your creative business**
Group Workshop by Alison Coward
- 4 Feb **Business Development and Planning Surgeries** by Rachel Smart
- 4 Feb **Discover Craft: Craft it Yourself – 'Looking Through Letters', Make a Stencil**
Group Workshop by David Ottley
- 9 Feb **Making Creativity Work**
Group Workshop by Ian Currie
- 10 Feb **'The importance of display in promoting your work' Surgeries** by Talya Coen
- 10 Feb **Evening Talk: Being Enterprise Wise - Making Sense of Business for Creatives**
Group Workshop by Alison Branagan
- 17 Feb **'The importance of display in promoting your work' Surgeries** by Talya Coen
- 18 Feb **Writing a Business Plan**
Group Workshop by Rachel Smart
- 18 Feb **Business Development and Planning Surgeries** by Rachel Smart
- 23 Feb **Discover Craft: Craft it Yourself – 'Pimp Your IKEA', Re-vamp a Lamp**
Group Workshop by Michelle Mason

March

- 2 Mar **Introduction to E-Commerce**
Group Workshop by Rob Popper
- 3 Mar **Tips n Tricks on Manufacture**
Group Workshop by Katie Young
- 9 Mar **Accounting and Financial Planning for Microbusinesses**
Group Workshop by Rachel Smart
- 9 Mar **Business Development and Planning Surgeries** by Rachel Smart
- 10 Mar **Craft It Yourself – ‘Pins n Needles’ Make a Pin Cushion**
Group Workshop Emily Jo Gibbs
- 15 Mar **Discover Craft: Craft it Yourself – ‘Hat party!’ Make a Fascinator**
Group Workshop by Katherine Elizabeth
- 17 Mar **Business Tonic Surgeries** by Dan Maier
- 18 Mar **Join the Debate: Craft London Evening Talk**
by *Craft London: Exhibition of Emerging New Talent* exhibitors
- 24 Mar **Marketing and Communication Advice Surgeries** by Rachel Escott

Dates TBC

- Date TBC **Export**
Group Workshop by Randa Massot
- Date TBC **Career Development Advice Surgeries** by Shelley Partridge
- Date TBC **Informal Advice Surgeries** by the Craft Central Team
- Date TBC **Product Feedback Panel** by the Craft Central team
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One to One Topic Specific Surgeries

Business Development and Planning Surgeries by Rachel Smart

14 Jan & 4 Feb 12pm, 1pm, 2pm, 3pm, 4pm, 5pm
18 Feb & 9 Mar 1pm, 2pm, 3pm, 4pm, 5pm, 6pm

‘Rachel is excellent and encouraging - she installs faith!’ 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.

Rachel advises small design businesses to help them achieve more profit with less stress. These surgeries allow individuals to express concerns and receive suggested remedies, plan for the long term (up to 5 years) and offer encouragement, increase confidence and raise expectations. Each surgery lasts one hour and delegates can provide details of topics they wish to cover beforehand through the Craft Central office.

Cost £25

Business Tonic: Surgeries by Dan Maier

25 Jan & 17 Mar 12pm, 1pm, 2pm, 3pm, 4pm, 5pm

'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. With over 10 years working in the industry, she now shares her wealth of knowledge and experience as a business advisor to designer makers.

These sessions are for designer makers at any stage in their career who are tackling a particular issue and need advice. There may be things you want to improve with your business, situations you're concerned about or areas where you feel stuck and simply don't know why it's not working. An informative and invigorating hour can recharge your batteries so that with increased knowledge and clearer missions you'll be rushing back to work!

Cost £25

'The importance of display in promoting your work' Surgeries by Talya Coen

10 Feb 2pm & 3pm

17 Feb 2pm & 3pm



'Interesting and inspiring... I feel as if I can now give into my imagination and creativity when creating a display...that it really is ok to be different!' Network Member

A stimulating and practical one-to-one session on how to attract, promote and increase your sales through display. This is for designer makers, both emerging and established, who are looking for tools and ideas to help them exhibit their work effectively, highlight their products, attract clients/buyers/press attention and ultimately increase sales.

Talya is an experienced art director, display designer and stylist, and provides practical knowledge and specialist advice on visual display. Having studied Fashion Design at St. Martin's school of Art, she now has years of experience ranging from window display design, visual merchandising and fashion styling. Talya's company - 'Talya Design' www.talyadesign.com - specialises in creating and installing unique design projects for corporate and private events, exhibitions, commercials and retail display. Talya's projects include: Styling Consultant for Marks and Spencer stores launch, Polo Ralph Lauren store displays, The Brit Awards stage for the Scissor Sisters, Imperial college event, M&S Lingerie launch, 'The world of interiors' magazine, Foyle's window display design, The Body shop and many more.

Talya can advise you on:

- The way you visually present your product to potential buyers, clients or press, plays a very important part in the success of your business.
- Ways to best display your product - you will have the opportunity to bring along your product, materials, and any ideas you have for promoting it.
- Ways to plan, design and exhibit your product, using simple and affordable materials and props, and you will gain valuable tips on use of colour, lighting and perspective in display.
- Creating a simple and effective display.
- Talya will also offer exciting ideas and visual examples, using images and inspirational material.

Bring samples of past work to learn from!

Cost £20

Marketing and Communication Advice Surgeries by Rachel Escott

24 Mar 1pm, 2pm, 3pm, 4pm.

Rachel Escott is an experienced marketing and communications consultant working exclusively with the arts and creative sector. She has advised on brand identity and on defining the match between the creative product and the people to whom it is directed. She has developed marketing strategies that fit the resources of the clients and

helped clients implement those strategies. She has worked with individual jewellers, photographers, fashion designers and other applied and fine artists; as well as with several national museums, galleries and studio organisations.

During the surgery sessions, Rachel will mentor designer makers in how to analyse their business from a marketing perspective and to decide on the crucial communications actions that will move their practice forward. She will offer practical tips and guidelines relevant to the client's identified aims.

Topics may include:

- How to research and assess information to build a solid marketing plan.
- Communications channels most suitable for selected markets.
- A checklist for building a press campaign.
- How to balance different direct marketing or advertising actions to get the right coverage.
- Tone of voice.
- Website structure and features of use to buyers.

To gain most from the session, it will be useful if participants can work through a short questionnaire about their business in advance. Request on booking.

Cost £25

Jewellery Focus: Surgeries by Aldyth Crowther

Date TBC 1pm, 2:15pm, 3:30pm, 4:45pm

'Very experienced; Aldyth gave direct advice – no waffle! Very good indeed.' Network Member

Aldyth Crowther has spent the last 3 years as senior consultant for London Jewellery Exports and other jewellery projects and has extensive knowledge of the contemporary jewellery industry. Aldyth also spent 3 years as project developer on the Sonar Project, advising jewellery businesses in East London. Prior to that, she gained 8 years experience running a jewellery production and export business for a number of international clients. Aldyth also spent 3 years running her own business, Crowther Sieff, selling internationally to Harrods, Liberty's, Bonwitt Teller and Macy's.

Aldyth's motivated attitude will help to solve your jewellery related problems or concerns.

Cost £25

Career Development Advice Surgeries by Shelley Partridge

Date TBC

'Shelley and I discussed all aspects of my work from designing and making to teaching and mentoring. It was great to have an experienced person's perspective on which areas to develop.' Network Member

Shelley Partridge is a careers consultant and coach, founder member of the University of the Arts London creative careers team. She has 25 years' experience helping new creatives develop networks, skills and confidence to build a successful career in the creative industries, both as a practitioner or in any role in the creative sector. Shelley now works as a freelance careers coach, trainer and writer.

You may want to take a look at how your career is developing – where you are now, where you want to be, and what help and resources you need. Shelley can help you to:

- Write a winning CV
- Work on job and funding applications
- Prepare and run through presentations and interviews for award panels and jobs.

Cost £20

Informal advice surgeries by the Craft Central Team

Half hour appointments available. Contact the Craft Central office to book.

'Everyone is very helpful, welcoming and professional.' Network Member

The friendly and approachable Craft Central team possesses many years of craft and design sector experience. These advice surgeries offer designer makers at all career stages an opportunity for an informal discussion and signposting.

Contact the Craft Central office for more information on the relevant team member for you and to arrange a half an hour surgery to pick their brains on the following areas:

- Professional development and business skills training.
- Events and exhibition planning.
- Gallery hire.
- Marketing and promotion - PR and press releases for craft and design events.
- Workshops and studio spaces.
- Health and safety issues.
- Network benefits.
- Work Experience.
- Work experience (Skills Brokerage).
- Working with schools.

If the Craft Central team doesn't have the answer, they'll know who does! They will point you in the right direction for the most appropriate further training and advice.

Cost £10

Product Feedback Panel by the Craft Central team

Date TBC 30 minute appointments available between 10.30am and 1.30pm

During your 30 minutes, you will discuss your work and present your product. The panel can critique your current collection from a consumer angle and offer advice using their sector knowledge. Please bring along examples of current work and promotional material (e.g. postcards or images of your work).

Cost £10

Group Seminars

FREE SESSION! New Year Get Together: Tea, cake and tell us your troubles!
- Informal exchange of ideas for women by CC team and Women's Resource Centre

13 Jan 10am-12noon



Are you over stretched?

Constantly juggling different roles?

Struggling under the pressures of life and work?

Kick start 2010 with our New Year Get Together for tea and cake and tell us your troubles!

We want to know how we can help you! **90%+ of designers accessing Craft Central's support are women...** expressing concerns about work-life balance (especially during motherhood), financial worries and stresses of part-time work.

Craft Central has identified a need to develop support specifically for female designers, **so we need you to tell us what would help you.** Please join us for an informal exchange of ideas. If you're interested but can't make this date please let us know. Your ideas and opinions are valuable. Get in touch! (Thank you to those of you who have already done so).

Cost FREE

FREE SESSION! Self Assessment for the Self Employed by Martin McKee, Inland Revenue

20 Jan

10.30am-2.30pm

'Clear and helpful, Martin presented facts in a friendly manner.' Craft Central Network Member

Don't forget Self Assessment has changed!... and get ready for 31 Jan 2010. This workshop will cover:

- How to complete the self-employment pages of your Self Assessment tax return
- Which expenses and allowances you can claim
- When to send in your tax return
- How and when to pay your tax and Class 4 National Insurance
- Online services

Martin has worked as a Business Advisor for the HMRC Advice Team for the last eight years. The Advice Team gives free help, advice and training to new and small businesses, supporting both self-employed (freelance/sole trader) and limited companies. Along with Craft Central, Martin has also worked with a range of creative organisations such as The Design Council, Royal College of Art, Chelsea College of Art, The Enterprise Centre for the Creative Arts (ECCA) as well as other enterprise agencies.

Cost FREE

Search Engine Optimisation and Related Topics

by Rob Popper of Electronic Marketsquares

26 Jan

2-6pm



'Well presented, interesting and lively – Rob is very well informed.' Network Member

Electronic Marketsquares web site provide digital photography, digital image editing, web site planning & analysis, training, advice and support for small businesses who want to make the most out of their marketing activities on the internet, with over 10 years' experience in the new media and small business support sectors.

In this session Rob will cover:

- How to make your web site more Google-friendly and get better search engine results
- How to make your web site more user-friendly and keep your visitors coming back
- General notes and discussions about making your web site more commercially effective

Cost £15

Passion, Product, Presentation – Buying and Merchandising Tips n Tricks from a Buyer

by Zoe Hannam of Locally Crafted

27 Jan

10am -12noon



Source Goods - Develop Ideas - Identify Trends - Enhance your Tone of Voice.

Buyer Zoe Hannam began her career working for Liberty and has 'the eye' - the enviable ability to search out unusual and beautiful objects. She passes on her knowledge and experience accompanied by various tools and techniques, inspiring individuals to trust their own passion and inner creativity guiding their personal journey from product to presentation. Zoe will advise and inspire individuals on:

- Using innovative techniques, developing ideas.
- Buying to display.
- Identifying trends.
- Sourcing goods.
- Connecting individuals with suppliers to enhance their tone of voice.

From individuals starting to trade to stores in need of a breath of fresh air.

Cost £5

Making it Happen – Getting where you want to be... Group Workshop by Dan Maier

29 Jan

2pm – 5.45pm

'Invaluable! Clearly explained and really answered my questions thoroughly.' Network Member

Plans & resolutions are easy to make but not so easy to make happen... The key to a successful business is mastering the elements necessary to make your vision real.

Overwhelmed by your workload and under pressure with deadlines? Distracted by great opportunities and always running out of time? This workshop is here to help.

Juggling all the aspects of running your business is no mean feat – from making to selling and admin to accounts; understanding how to use your time more effectively can lighten the load significantly.

In this workshop Dan will cover:

- Clarifying your vision & setting goals
- Managing your time efficiently to allow you to be more effective.
- Identifying time thieves
- Prioritising to avoid constant fire-fighting
- Increasing productivity and reducing stress
- Decision making - conquering procrastination!
- Delegation - even if you don't have staff!
- Identifying what stops you from achieving your dream

All participants should bring examples of their work to the workshop.

Cost £15

Press Coverage: Essential PR Tips & Writing a Press Release by Jacquie Richardson

2 Feb

10am-12noon

'I found the material covered very relevant - Jacquie is professional, friendly and sincere.' Network Member

Looking for press coverage? This interactive group workshop is ideal for those designers who want to start contacting the press and media in order to generate exposure for their business. Jacquie will share her 30 years knowledge of PR to explain the technique of writing fabulous press releases. Jacquie will also outline how to target the right press contacts for your work, build successful relationships with journalists for the future and plan ahead so that PR becomes a vital part of your business.

Jacquie Richardson has worked in public and media relations for over 30 years running her own PR Company specialised in restaurant and travel. Her clients have included interior and product designers, shops, furniture manufacturers and property developers.

Cost £15

Photography Tips n Tricks (Product Focus) from a Professional Photographer

by Juliet Sheath of Full Focus

2 Feb

2-4pm

Juliet Sheath runs Full Focus Photography, specialising in still life photography for creative businesses. Past clients include the British Jewellers Association, Hidden Art, Precious Metal Clay Studio, Quarto Publishing and many established designer makers. Juliet has been working as a photographer for 6 years and is a qualified member of the British Institute of Professional Photography. See her website and blog www.full-focus.co.uk

A photography advice and demonstration session for anyone interested in using images to market their product and how to photograph their work to get the best results. Learn about the importance of imagery - pick up practical tips

and tricks from Juliet about styling and photographing your own product as well as how to prepare for a professional photoshoot.

To aid discussion, please bring images you have taken or a small piece of work you might be having difficulty photographing.

Cost £15

Making Creativity Work by Ian Currie

9 Feb

10am-1pm



How to bring your creative skills into an effective project.

For the last 38 years Ian has been working in various charities as a mentor, teacher, coach, advisor and communication and awareness trainer. He specialises in helping people with developing awareness, communication and creativity in the work place and the arts. This workshop is for creative people in all forms of expression, including entrepreneurs.

The workshop will help you:

- Strengthen and maintain your creative process and apply it to business solutions
- Use your creativity to find out what you really want to do
- Find creative approaches to bringing your ideas and skills into a way of making a livelihood
- Communicate your vision to others.

The workshops includes:

- Understanding the principles of creativity
- Practical skills you can apply immediately
- Stories and examples
- Making the process of creative enterprise your own
- Networking and learning from others

Cost £15

Writing a Business Plan by Rachel Smart

18 Feb

9.30-1pm

'Brilliant! Rachel was extremely helpful, with excellent advice.' Network Member

This seminar will cover the key elements of business plan writing, discussing why they are written, for whom & how this affects the content. The aim is to develop an approach to creating the business plan that can be used repeatedly to carry out annual business assessments. Key areas that will be covered are:

- Creating a summary of what the business is & its main objectives
- How to communicate the business to investors, clients or collaborators
- Describing proposed products & services in simple, clear language
- Marketing & knowing your competition
- Opportunities for future success & potential problems to be avoided
- Financial planning and planning sales
- Implementation schedule and long term objectives to measure success

The seminar will assist both those writing a plan from scratch and those wanting to readdress an existing document.

Cost £15

Introduction to E-Commerce by Rob Popper of Electronic Marketsquares

2 Mar

2-6pm



'Well presented, interesting and lively – Rob is very well informed.' Network Member

Electronic Marketsquares web site provide digital photography, digital image editing, web site planning & analysis, training, advice and support for small businesses who want to make the most out of their marketing activities on the internet, with over 10 years' experience in the new media and small business support sectors.

In this session Rob will cover:

- How to progress from a "regular" web site to an e-commerce web site
- Other e-commerce solutions, partnerships and third party store
- E-Marketing and other e-topics of interest

Cost £15

Tips n Tricks on Manufacture Group Workshop by Katie Young

3 March

10am-12noon



Katie Young Design Ltd consult, develop, source and facilitate design to manufacture for luxury fashion labels and global consumer brands, specialising in bespoke textile manufacture whilst maintaining the integrity of the brand and the quality of product. Katie's 17 year career spans between working for 5 years on production & product development, design & sourcing, primarily ladieswear and footwear for UK stores such as, Monsoon, Jaeger, Tie Rack, Next, M&S, Oasis and Warehouse. For the past 10 years she has consulted for SME labels and brands in setting up their brand image product range, designing and managing product development manufacture in the Far East & developing their products ranges. Clients include La Petite Salope, Johnny loves Rosie, Billy Bag. More recently, homewares & organic scents for Total Wardrobe Care, Raincoats for Dyberg Larsen recycled from plastic bottles and recycled range for Minna for Tesco. In 2004 she launched vintage inspired clothing label, ForeverYoung

This workshop will provide an insight into Katie's experience:

- Intro to how it started/ my own label ForeverYoung
- Consultancy on branding/ design/ technical procedures
- Production / sourcing / product develop

This workshop will cover issues surrounding manufacture and controlling quality:

- Samples
- Choosing the right factories
- Communication
- Sourcing Fabrics
- Controlling production quality
- Pros & cons, what do you want?
- Costing exercise, retail / wholesale
- Visit - pre production & possibly production stage
- Technical specs?
- Overseas or inland manufacture?
- Creating costing spreadsheets for retail / wholesale & profit?

Cost £10

Accounting and Financial Planning for Micro Businesses by Rachel Smart

9 March

9.30-1pm

'Brilliant! Rachel was extremely helpful, with excellent advice.' Network Member

This seminar examines finances on a wider basis than day-by day or month-to-month accounting. It will examine what you can expect to earn from your business and find fresh ways of looking at current problems and how to set realistic financial goals for the future. It will cover:

- Balancing money throughout the year
- Considering money in a realistic way
- Framework for seeing the bigger picture
- Planning a balanced cash flow throughout the year

There are various online tools available that are free, easy-to-use and can help designer-makers create, access and develop new opportunities for their practice. Creative businesses can use social media to create conversations with their customers, gather feedback and initiate and manage collaborations with others. However, if you're new to this area it may seem daunting – each site can have its own features and terminology, as well as the unwritten rules developed by the community using them! And as a small creative business, you will need to make time to manage them as well as considering issues such as privacy.

This session will take you through some of the tools available, how to use them effectively and help you develop a suitable plan for introducing social media to your business.

Cost £5 (Including complimentary wine)

Evening Talk: Being Enterprise Wise - Making Sense of Business for Creatives

Group Workshop by Alison Branagan

10 Feb

6-8pm



Alison Branagan is an author and visual arts consultant. Over the last decade she has studied different approaches to teaching business theory and enterprise skills. She has written several books about business and enterprise. Her latest book 'The Essential Guide to Business for Visual Artists' will be published by A & C Black later this year. www.alisonbranagan.com www.makingsenseofbusiness.com Since 1999 she has established enterprise courses at a number of London universities including Central Saint Martins College of Art and Design and conducts a series of Master Classes for the Association of Illustrators. She has also devised and facilitated upon many enterprise projects for arts organisations.

There are two sides to business, just as in art and design, there is a partnership of theory and practice. To be successful it is vital not just to learn about business planning, but how to make your paper dream a reality by acquiring practical enterprise skills. This talk is an overview of what any visual or applied practitioner needs to learn. (Which they don't teach you at Art School!) Key Topics include:

- Risk.
- Focus.
- Developing networks.
- Presentation.
- Knowing your customer.
- How to sell.
- Understanding time and money.
- Negotiation tactics.
- Legal matters.
- Creative thinking, keeping positive and planning your next move.

£5 (Including complimentary wine)

Evening Talk by Craft London designer makers

18 March

6pm



Designer makers exhibiting in the Craft London: Exhibition of Emerging New Talent show work, share experiences and answer questions in a relaxed atmosphere.

Cost £5 (Including complimentary wine)

Craft London: Discover Craft! 'Craft It Yourself!' Workshops

<http://www.craftcentral.org.uk/craft-london-emerging-new-talent>



Whether you're already an expert, or fancy trying a new discipline, come and satisfy your crafty urges at the Craft it Yourself workshops led by fellow Network designers. From knitting and jewellery, to millinery and handbag making, this is an informal opportunity to mingle with other makers, the CC team and public visitors, and have a bit of 'making' fun! No experience required!

All Craft it Yourself workshops cost £10 (including materials and complimentary wine)

Craft It Yourself – 'Stitch n Bitch' Appliqué with Emily Jo Gibbs

28 Jan 6pm

Your chance to show off! Pieces made in this workshop will be exhibited in the Craft London exhibition window display in March. Learn the skills with Emily and then collect your appliqué creation at the end of March!

Cost £5 (Including materials and complimentary wine)

Craft It Yourself – 'Looking Through Letters', Make a Stencil with David Ottley

4 Feb 6pm

Get another view of letters through the craft of designing and cutting stencils in acetate, paper and brass.

Craft It Yourself – 'Pimp Your IKEA' Re-vamp a Lamp with Michelle Mason

23 Feb 6pm

Put your own stamp on your home by re-inventing a plain Ikea lamp shade.

Craft It Yourself – 'Pins n Needles' Make a Pin Cushion with Emily Jo Gibbs

10 Mar 6pm

Tidy up, and brighten up, your work table with a new pin cushion! Choose from vintage recycled fabrics or sumptuous felt.

Craft It Yourself – 'Hat Party' Make a Fascinator with Katherine Elizabeth

15 Mar 6pm

Design your own fantastic fascinator with award winning milliner Katherine Elizabeth. Having worked for star milliner Stephen Jones and made hats for Dita von Teese, now Katherine will share her hat-making secrets with us all.

Network

Welcome to new Network members!

In July 2009 the Craft Central Network had **500** members – here are the latest recruits...

Full name	Business Name	Main Discipline	Website
Amanda Li Hope		Jewellery	www.amandalihope.com
Andrea Walsh	Andrea Walsh Ceramics	Ceramics	www.andreawalsh.co.uk
Ane Christensen		Silversmithing	
Anna Johnson	A Alicia Accessories	Fashion Accessories	www.aalicia.bigcartel.com
Caroline Zimba		Jewellery	
Carrie Garner		Other	
Daniele Geargeoura		Jewellery	
Doreth Jones		Jewellery	
Egle Adomelyte	ECLECTIC	Textiles	
Emin Yaray		Jewellery	www.lorarty.com
Helen Johannessen	Yoyo Ceramics	Ceramics	www.yoyoceramics.co.uk
Irje Dennis	Locally Crafted Limited	Jewellery	www.locallycrafted.co.uk
Jane Runchman	Jane Runchman Jewellery	Jewellery	www.janerunchman.com
Janette Lazell		Metalwork	www.janettelazell.co.uk
Laura Bamber	Laura Bamber Jewellery and Accessories	Jewellery	www.laurabamber.co.uk
Leonie Bennett		Jewellery	
Miss Jade Ogden		Jewellery	
Miss Katie Duval	Katie Duval	Jewellery	
Miss Laura Milligan	Laura Felicity	Interior Products	www.laurafelicity.co.uk
Miss Louise Hall	Lumoi	Jewellery	
Miss Naomi Schofield		Textiles	
Miss Stephanie Noel		Fashion Design	
Miss Tara J Murphy	Tara J Murphy Designs	Jewellery	www.tjmdesign.co.uk
Mrs Christina Chads	Tank Designs	Fashion Design	
Mrs Jo Page	Jo Bowen Ltd	Fine Art/Painting	www.jobowen.co.uk
Mrs Mary Crabb		Other	www.crabbbasket.co.uk
Mrs Sarah Martin	Sarah Lindsay	Jewellery	www.sarahlindsay.info
Ms Claire Loder	Claire Loder	Ceramics	www.claireloder.co.uk
Ms Ipek Kotan	Ipek Kotan Ceramics	Ceramics	
Ms Katherine Emtage	Katherine Emtage	Fashion Accessories	www.kattysbags.com
Nina Koutibashvili		Jewellery	www.ninakoutibashvili.com
Ozden Dora Ergun	Ozden Dora Millinery	Fashion Accessories	www.ozdendora.com
Ruth Babajide	Merbi Ceramic Designs	Ceramics	www.merbi.co.uk
Sarah Jones hughes		Jewellery	www.sarahweiss.co.uk
Sorrell Chrystal Waldie			
Sue Daniel		Fine Art/Painting	
Ute Decker		Jewellery	www.utedecker.com
Zelda Cave		Jewellery	

www.craftcentral.org.uk Update

'Being a member of Craft Central is very good for my business presence and profile on the web.' Network Member

The new Craft Central website has been live for 2 years! Since it was launched in Sept 07 it has had over 50,000 unique visitors. The Designer Maker Gallery section displays the work of hundreds of designer makers. This and the Events Calendar are the most popular areas of the website.

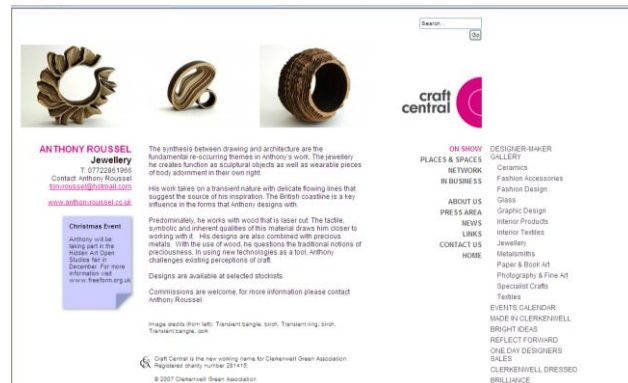
Do you have a page in the Designer Maker Gallery?

All Craft Central Network members and licensees are eligible for a page within the Designer Makers Gallery section. To add your details you need to fill out an entry/update form and **email** it to the Craft Central office at onshow@craftcentral.org.uk. This can be added to or updated by Craft Central at anytime and no fee is involved. Download the entry/update form **including instructions** at www.craftcentral.org.uk/membersarea

Your web profile page includes:

- A body of text (maximum 250 words)
- Three images of your work with titles
- Your company contact details
- Link to your own website
- A news section - allows you to add in recent news concerning your business. Located to the left in a purple box this will only be on display if it contains news.

Example of profile page on the Craft Central website



The old CGA Website – Important Note

Please note that the old Clerkenwell Green Association (CGA) website is no longer live on the internet and cannot therefore be viewed. If you still have a web link on your own website to the old CGA website please remove it or update it with www.craftcentral.org.uk. The more links we have pointing to the new Craft Central website the higher up the Google listings we will move.

Weekly E-Newsletter

At least fortnightly Craft Central sends out an email full of opportunities and news. If you want to get a message out to the Network, have studio equipment etc. to sell or need some help or advice please email a small email advert written in the third person to Hazel at inbusiness@craftcentral.org.uk. Craft Central will only send out information that we feel is of real benefit to the Network.

Craft Central Exhibition Opportunities

Made In Clerkenwell: Summer Open Studios at Craft Central May 2010

<http://www.craftcentral.org.uk/madeinclerkenwell>

Made in Clerkenwell offers an intriguing 'behind the scenes' chance to explore the Craft Central studios and mingle with the community of renowned designers. Check out www.craftcentral.org.uk/madeinclerkenwell/ for more details.

Dates for the summer event have been set, so get those diaries at the ready and pencil in... **20-23 May 2010.**

The Made In Clerkenwell Summer 2010 application form and information on how to participate will be circulated shortly, so keep your eyes peeled!

Coutts London Jewellery Week – Brilliance

<http://www.craftcentral.org.uk/brilliance>

It has been announced that Coutts London Jewellery Week will not go ahead in 2010. Having showcased exceptional contemporary jewellery design at Craft Central's successful Brilliance exhibitions (2008 and 2009), we are currently considering the future of this event in light of this news. We'll be in touch!

The following message has been released by CLJW representatives, The Communication Group:

'Following two highly successful years as headline sponsor, Coutts have regretfully informed us that they are unable to take up the option of sponsoring the event in 2010.'

In light of this news and the difficulties of arranging a new headline sponsor in time to develop plans for the Week, the decision has been taken not to progress the original project for a London Jewellery Week this year.

We would like to take this opportunity to thank you again for your support in making London Jewellery Week such a success. Early feedback has indicated that there are many partners and people from within the industry who would wish to see the event taken forward in the future, and The Communication Group would welcome any thoughts you may have.'

Craft Central: On Show

The designers taking part in the following events have already been selected, but why not come along and enjoy the work of your fellow makers? To view details of all the exhibitions and events that you can visit at Craft Central see the Events Calendar on the website www.craftcentral.org.uk/calender

Made In Clerkenwell: Winter Open Studios at Craft Central, Nov 09

<http://www.craftcentral.org.uk/madeinclerkenwell>

Made in Clerkenwell offers an intriguing 'behind the scenes' chance to explore the Craft Central studios and mingle with the community of renowned designers. Check out www.craftcentral.org.uk/madeinclerkenwell/ for more details.

Congratulations to everyone who took part in Made In Clerkenwell in November 2009. The atmosphere was fantastic this year, **with over 100 designers involved.** All of the studios and the shared spaces looked wonderful. Everyone had obviously put in a huge amount of effort so many thanks to you all! The credit card facility was also a great success (total sales more than doubled from last winter!) and we have already received lots of positive feedback regarding this.

Our Chief Executive Tina Searle would also like to pass on her congratulations to all involved in such an exceptional open studios event. She found the studios to be vibrant and welcoming and thoroughly enjoyed catching up with old friends as well as meeting new makers. It was obvious that everyone had put the utmost effort into making it a truly spectacular weekend.

Please find below a few statistics from the event that might interest you...

- Total number of visitors: 1300 (With 200 more visitors than May 2009, this is a great turnout)
- Of the total visitors, 800+ paid to enter the event, with the remaining visiting on a complimentary ticket.
- Credit card sales through the Craft Central facility were more than double the sales at the Winter 2008 event.
- Total number of designers: 107 (A huge increase, with approximately 25 more designers than May 2009!)
- 3,048 visits were made to the Made in Clerkenwell page of the Craft Central website (since Summer 2009).
- We received lots of publicity through the press, with the event featuring in the following publications: Evening Standard – Homes & Property, House and Garden, World of Interiors, Bridge for Design, Selvedge,

Crafts Council website, View London, Style Bible, Bench Peg, All in London, Qype, Visit London, London Town, and lots of other online coverage. (Check out the crowded Press notice board in the St Johns Square Building's foyer!)

- 10,000 flyers were distributed
- 10,000 individuals from the CC contacts database received an E-invite (including press, buyers and a craft-interested audience)

The Made In Clerkenwell Summer 2010 application form and information on how to participate will be circulated in the new year, so keep your eyes peeled!

One Day Designers Sale: Jewellery, Fashion & Accessories 15 Feb 2010

<http://www.craftcentral.org.uk/one-day-designers-sales>

Craft Central is planning the annual one day sale event for fashion, jewellery and accessories in Feb 09. Bigger and better than ever before, **35+ designer makers** have been selected to sell work directly to the public across two floors at Craft Central's St John's Square building. Alongside sneak previews of exciting new work, each designer will offer selected pieces at discounted prices and provide opportunities for the public to snap up bargains from previous collections.

Craft London: Emerging New Talent Exhibition March 2010



<http://www.craftcentral.org.uk/craft-london-emerging-new-talent>

Supported by the 2012 London Cultural Skills Fund (Arts Council England and London Development Agency), Craft Central is delighted to announce a new showcasing opportunity for Network members in 2010. Craft London: Emerging New Talent is a celebration of London's creative excellence - We want Londoners to discover the relevance of craft and design to their city, inspiring debate and potential career options. The new project is all about engaging with designers to encourage new talent to reach its potential.

We will show off a selection of 12 London-based 'design stars of the future' in an innovative exhibition, allowing more people to access 'home grown' craft. Following In Business training opportunities and a fun calendar of public craft events, Craft London will culminate in this showcasing opportunity in March 2010.

Craft Central Exhibition Facilities

Although the Corner Shop is fully booked for 2010, Craft Central is still taking bookings for the Showcase. The 2011 booking schedules will be released in the spring.

The central London exhibition facilities at Craft Central can be hired out at a **highly subsidised fee** by Network Members. Perhaps you want to launch a new product range to the press, sell off some old stock to the public or curate and organise your own group exhibition? **To book the facilities phone Sarah Hewett in the Craft Central office for an application form and details of availability.** The facilities can be viewed by appointment.

The Corner Shop (21 Clerkenwell Green)

Located on the corner of Clerkenwell Green this is an ideal space to sell your work direct to the public. This is a self contained unit with direct street access. Facilities include the use of the exhibiting space and window display area, advertising board and a set of keys. You may want to consider providing your own display units/clothing rail etc. Tall jewellery cabinets can be hired from Craft Central.

Hire for one week (7 days): £75 (Working out at just over £10 per day!)

The Corner Shop is fully booked for 2010, however if you're interested in holding a 'Pop Up Shop' please

get in touch - we are happy to add you to the waiting list if we can't accommodate your request. The 2011 booking schedule will be released in early spring 2010.

The Showcase (33-35 St John's Square)

The Showcase is an ideal and well-equipped space in which to exhibit and/or sell your work. Facilities include the use of the exhibiting space, glass showcase cabinets and the cantilever cabinets in the foyer, kitchen and storage facilities and use of the window display area. This space is also large enough to host a private view.

Hire for one week (7 days): £120 for individuals £170 for groups of 2 or more

Please get in touch to discuss your exhibition, sale or event ideas for 2010! The 2011 booking schedule will be released in early spring 2010.

The Showcase Window (33-35 St John's Square)

The Craft Central window is a great display area, situated in a bustling central London square, offering the opportunity for designers' work to be viewed from afar!

The display changes on a weekly basis and is available to hire by Craft Central designers of all disciplines, with the exception of jewellery and high value items. Contact Sarah in the Craft Central office for details on how to book the window space.

Hire for one week (7 days): £15

Further Hire Updates

Cancellation Procedure for the Corner Shop and the Showcase:

50% of total hire fee required if booking cancelled **less than one month** in advance.

25% of total hire fee required if booking **cancelled over one month** in advance.

Terms & Conditions and Key Deposit for the Corner Shop and the Showcase:

A **£20 refundable deposit** has been introduced to cover the loan of keys and to ensure designers adhere to terms and conditions of hire. This deposit is due on commencement of hire period.

Cabinet Hire for the Corner Shop and the Showcase: one week (7 days) £25

This fee is in addition to exhibition space hire fees. 2 weeks notice is required to book display cabinets.

Credit Card facility available for hire

Following great success at Craft Central events, Craft Central is happy to offer a convenient credit card facility to designers hiring the Corner Shop or Showcase exhibition spaces.

Hire for one week (7 days): £25 for individuals £50 for groups of 2 or more
+ 5% commission on all credit/debit card sales

This facility is subject to advanced booking. Please contact Craft Central for full details and terms & conditions.

Hire of glass display cabinets

Due to popular demand, Craft Central has decided to hire out our selection of 3-shelf IKEA glass display cabinets. These smart cabinets are perfect for displaying jewellery, ceramics or other small pieces at trade shows, craft fairs or other exhibitions.

One week hire (7 days): £25 per cabinet
(+ Refundable deposit of £50 to be refunded on return of cabinet)

This does not include delivery/collection; the designer who has hired the cabinets is responsible for collecting them from Craft Central's St Johns Square building and returning them in the same condition to the store room! **If you would like to hire a cabinet, please contact the Craft Central office for more details.**

Business Resources

Insurance – Group Policy Offer

Join a group policy at a reduced cost, including contents, exhibitions, employers, and public & product liability cover.

Details available on joining the network.

Free legal Advice

Craft Central has teamed up with an intellectual property legal boutique. We have negotiated a one hour free consultation meeting on any legal issues that you may have.

Details available on joining the network.

IT Training and Facilities

The IT Room at Craft Central is open Monday – Friday, 10am - 5pm (except Tuesdays due to training). Facilities include computers with broadband internet access, scanning facilities, colour and black/white printers (please bring your own paper), memory card readers, zip drives and a range of software programmes including Photoshop, Acrobat and Publisher.

Affordable IT Advice for Designer Makers by Robert Popper

Tuesdays pm

‘Well presented, interesting and lively – Rob is very well informed.’ Network Member

IT Training takes place at Craft Central every Tuesday afternoon and is delivered by Robert Popper of Electronic Marketsquares. **Sessions are £20 and last 1-2 hours.** One-to-one sessions can cover the following topics:

- Digital cameras (basic, intermediate & advanced techniques)
- Planning a photo shoot
- Cleaning up your photos in Photoshop (basic and Intermediate training)
- Planning your web site
- Evaluating your web site, to make improvements and understand it better
- Reading your web site statistics and making sense of them
- Understanding Search Engine Optimisation (SEO) for your web site
- E-mail newsletters, announcements and invitations
- Are you ready to make the leap to e-commerce?

Please book your session directly with Rob Popper from Electronic Marketsquares.

Contact: rob.popper@marketsquares.co.uk or on 07949 514 938

The Kick Start Database: A database package specifically for designer makers

by Michael Hannah

‘Michael is a good communicator for a complex subject.’ Network Member

Efficiency is vital for any business and utilising technology is the key. One of the tools that can help is a good database programme for your computer. Craft Central is pleased to offer all its members the opportunity to purchase at a significant discount the Kick Start database package. This package contains everything you need to start using the database and Craft Central will regularly organise the necessary training to help you develop your database and fully utilise its functions.

Kick Start is a database package designed, built and developed by IT specialist Michael Hannah, specifically for designer-makers. Kick Start has been constructed using FileMaker Pro, a popular and user-friendly database

application which is notable for operating on both Mac and Windows computers. This database has been developed to manage critical information on clients, correspondence and products using an easy to understand format. If your client contacts, product details and invoicing information is scattered about your studio then "Kick Start" is all you need to organise yourself and your business.

- Store and classify contact details of all your clients and details of all your products
- Identify your customer's purchasing history, this sales history can identify your best sellers and your best clients
- Print quotes for jobs and invoices or receipts for sales, export data for use in mailing labels, spreadsheets etc
- Create simple emails and bulk mailers
- The database is password protected and can be easily backed up

What does the Kick Start Package include? There are two levels of Kick Start package available:

Level 1 is ideal for designer-makers who may not be familiar with using a database. The run-time version is less expensive and offers the flexibility of upgrading to the level two package at a later date.

Normal price £100 **Price for Craft Central members £80**

Level 2 is appropriate for designer-makers with more complex initial requirements, who demand a greater level of customisation or who wish to make changes themselves to the basic file structure from an early date.

Normal price £250 **Price for Craft Central members £220**

Want to know more? Appointments can be made to see Michael Hannah via Craft Central 020 7251 0276.
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Web Design – Limited-period Discounted Offer from We Make Websites www.alwaysmaking.com

WeMakeWebsites is a young, fresh, imaginative web development company that specialises in building websites for creative professionals. They are offering Craft Central network members a 15% discount on their standard website package, plus they'll host your website free for the first 6 months.

The price of a standard website is £1100, depending on specific requirements. With the 15% discount that means for £935 you can get a website which includes a page for your products, a contact page, an about page, a blog or newsletter and a content management system so you can edit content easily.

In addition to this, basic e-commerce can be added so you can sell products online. Prices for this additional functionality start at £500, depending on the complexity and size of the shop.

Prices do not include VAT.

Here are the details of their offer:

- A beautifully designed website, created around you and your brand.
- Don't worry if you don't have a brand, we can offer a branding service also.
- We'll meet you to discuss your needs. We can come and meet you at Craft Central to find out exactly what you want from your site (don't panic if you're not based in London, we can do all this on email or over the phone too).
- No expensive content changes and full training on how to update site yourself: You can easily edit and maintain the site yourself (and, don't worry, they'll show you how to do it!) You will be able to:
 - Update your portfolio with new images.
 - Change any text on your site.
 - Keep your customers informed about what you're up to by writing your own blog or news feed.
 - Add new pages.
- Web address included: we'll help you find the best web address for you.
- Unlimited email addresses: They can setup as many xxxx@yourwebsitename.com email addresses as you need.
- Free hosting for six months: We'll host your website for free for 6 months and after that it will only cost you £10 a month (which includes free support if you need any help!).
- Your site will be easy to find: We'll make sure your site is easy to find using our Search Engine Optimisation techniques.
- Visitor tracking and analysis: If you're interested in how many people have visited your site and for how long and all sorts of other good statistics, we provide a comprehensive visitor tracking and analysis service as standard.

More details here: <http://www.alwaysmaking.com/content/show/26-Web-Development>

And for branding: <http://www.alwaysmaking.com/content/show/27-Branding>

Contact: Piers and Alex at WeMakeWebsites enquire@alwaysmaking.com

Office Resources

The following resources are available in the Craft Central office for members to use (please call in advance to ensure the office will be open):

- Black and White photocopying: A4 10p and A3 20p
 - Fax facility within UK £1, International £2
 - Laminating facilities A4 50p and A3 £1
-

The Craft Central Team

Below is an outline of who's who in the Craft Central office so that you can direct your enquires to the right person. Please find staff email addresses below.

Craft Central
33-35 St John's Square
London EC1M 4DS

If you would like to come and see us in the Craft Central office, please contact us to make an appointment. If your enquiry is urgent, please phone the office rather than emailing.

Tina Searle
Chief Executive

tina.searle@craftcentral.org.uk

Sarah Hewett
Events and Professional Development Manager
(Network, In Business training and support,
On Show exhibiting opportunities and facilities)

sarah.hewett@craftcentral.org.uk

Hazel Stark
Events and Professional Development Administrator
(Training enquiries and bookings)

hazel.stark@craftcentral.org.uk

Kate Osborn
Awards for New Work Co-ordinator
(Bright Ideas and Reflect Forward)

craftcentralawards@yahoo.co.uk

Tessa Damer
Workshops Manager
(Full and Part time workspace and work experience placements)

tessa.damer@craftcentral.org.uk

Emily Mackillop
Workshops Administrative Assistant

emily.mackillop@craftcentral.org.uk

Craft Central Feedback

Commendations and Complaints

We are always pleased to receive feedback on our services. Good or bad, it enables us to develop and improve what we do.

Do tell us what you have liked about your experiences at Craft Central. Have you enjoyed an event? Did you get something positive from a training session? Do you find the website useful? Let us know!

If you haven't enjoyed your experience, or have cause for complaint, please also let us know about it. Get in touch so that we can strive to improve things in the future.

To tell us your thoughts about Craft Central you can contact us in the following ways:

- Call us: 020 7251 0276
- Email us: info@craftcentral.org.uk / firstname.surname@craftcentral.org.uk
- Write to us: Craft Central, 33-35 St John's Square, London EC1M 4DS

Picking the right person to talk to...

- If your communication is about **events or training** contact Sarah Hewett (Events and Professional Development Manager).
- If it is regarding the **premises, studios or any other matter** contact Tessa Damer (Workshops Manager).

We are keen to receive all types of feedback so that we can be sure we are providing the services you want and need. We welcome the opportunity to talk with you about any issues that you have, either by email, on the phone or in person. We will respond to all feedback within one week.

If you are not happy with the response you receive at this stage contact Tina Searle, Chief Executive. Tina Searle will respond to you within a week and consider carefully what further action may be required.

August 2008

Booking Form

January – March 2010

To book a place onto any of the workshops, surgeries or talks, please complete and return the following form by email as Word doc. attachment or as hard copy by post/hand-deliver to the Craft Central office. Please include payment on booking – cheque, cash or bank transfer payment.

Please tick the box of your preferred session and we will try and accommodate you wherever possible (times will be provided in confirmation emails). Bookings are on a first come first served basis.

Cancellations

Please note - TRAINING FEES ARE NON-REFUNDABLE. If you have to cancel a training session please **call** the Craft Central office. Please **do not** cancel by email as this is too unreliable.

Payment Methods

Craft Central would be very grateful if training/events participation payment could be paid via bank transfer to the Craft Central account. Please add your name and an abbreviated title of the session you're booking for, in the transfer 'Reference note'.

Account name: Craft Central, Account no: 01516186, Sort code 30-92-32.

Cheques/cash will continue to be accepted if you are unable to arrange the preferred method of bank transfer.

Cheques should be made payable to Craft Central and mailed to:
Craft Central, 33 – 35 St John's Square, London EC1M 4DS

Please fill in these details in typed form (in Word) or clearly printed by hand	
Contact Name	
Business Name	
Discipline & C.C member?	
Contact Address	
Telephone	
Email	
Website	
Payment method & total (BACs, cash, cheque)	

For office use only:

Date received	Confirmation sent	Receipt sent
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Date	Time	Course/Surgery	Trainer	Cost	✓
13th Jan	10am-12pm	New Year Get Together: Tea, cake and tell us your troubles! - Informal exchange of ideas for women	CC team and Women's Resource Centre	Free	
14th Jan	12-1pm	Business Development and Planning Surgeries	Rachel Smart	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
20th Jan	10.30-2.30pm	Self assessment for the Self Employed Group Workshop	Martin McKee, Inland Revenue	Free	
25th Jan	12-1pm	Business Tonic Surgeries	Dan Maier	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
26th Jan	2-6pm	Search engine Optimisation and Related Topics Group Workshop	Rob Popper	£15.00	
27th Jan	10am-12pm	Passion, Product, Presentation - Buying and Merchandising Tips n Tricks from a Buyer Group Workshop	Zoe Hannam of Locally Crafted	£5.00	
29th Jan	2-5.45pm	Making it Happen – Getting where you want to be Group Workshop	Dan Maier	£15.00	
w/c 1 Feb Exact date TBC	TBC	Jewellery Focus Surgeries	Aldyth Crowther	£25.00	
2nd Feb	2-4pm	Photography Tips n Tricks from a Professional Photographer Group Workshop	Juliet Sheath of Full Focus	£15.00	
2nd Feb	10am-12pm	Press Coverage: Essential PR Tips & Writing a Press Release Group Workshop	Jacque Richardson	£15.00	
3rd Feb	6-8pm	Tips n Tricks on Social Media - Using the social web for promotion and communication to develop your creative business Group Workshop	Alison Coward	£5.00	
4th Feb	12-1pm	Business Development and Planning Surgeries	Rachel Smart	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
9th Feb	10-1pm	Making Creativity Work Group Workshop	Ian Currie	£15.00	
10th Feb	6-8pm	Being enterprise wise- making sense of business for creatives Talk	Alison Branagan	£5.00	

Date	Time	Course/Surgery	Trainer	Cost	✓
10th Feb	2pm	The importance of display in promoting your work Surgeries	Talya Coen	£20.00	
	3pm				
18th Feb	12-1pm	Business Development and Planning Surgeries	Rachel Smart	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
	5-6pm				
2nd Mar	2-6pm	Introduction to E-Commerce Group Workshop	Rob Popper	£15.00	
3rd Mar	10am-12pm	Tips n Tricks on Manufacture Group Workshop	Katie Young	£10.00	
9th Mar	9.30-1pm	Accounting and Financial Planning for Micro-businesses Group Workshop	Rachel Smart	£15.00	
9th Mar	12-1pm	Business Development and Planning Surgeries	Rachel Smart	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
	5-6pm				
17th Mar	12-1pm	Business Tonic Surgeries	Dan Maier	£25.00	
	1-2pm				
	2-3pm				
	3-4pm				
	4-5pm				
	5-6pm				
24th Mar	1-2pm	Marketing and Communication Advice Surgeries	Rachel Escott	£25.00	
	2-3pm				
	3-4pm				
	4-5pm				
Date TBC	TBC	Export (TBC)	Randa Massot	TBC	
Date TBC	TBC	Career Development Advice Surgeries	Shelley Partridge	£20.00	
Date TBC	TBC	Informal Advice Surgeries Surgeries	Craft Central Team	£10.00	
Date TBC	TBC	Product Feedback Panel	Craft Central Team	£10.00	

Discover Craft: Craft it Yourself (CRAFT LONDON)

28th Jan	6-8pm	Stich n Bitch, Applique	Emily Jo Gibbs	£5.00	
4th Feb	6-8pm	Looking Through Letters, Make a Stencil	David Ottley	£10.00	
23rd Feb	6-8pm	Pimp Your IKEA, Re-vamp a Lamp	Michelle Mason	£10.00	
10 th Mar	6-8pm	Pins n Needles, Make a Pin Cushion	Emily Jo Gibbs	£10.00	
15th Mar	6-8pm	Hat party! Make a Fascinator	Katherine Elizabeth	£10.00	
18th Mar	6-8pm	Join the Debate, evening talk with...	<i>Emerging New Talent</i> exhibitors	£10.00	
TOTAL:				£	

