

COCKPIT ARTS

MAKING IT: workshops & seminars

for designer-makers who mean business

July - Sept 2010

MARKETING & SALES

Making the Most of Mailing lists

Shape-up your contacts to make mail-outs easy

Holborn: 20 July, 10.30am - 12.00pm

Deptford: 20 July, 2.30pm - 4.00pm

Studio holders: £15 Non-studio holders: £15

FINANCIAL PLANNING

One-to-one Tax Surgeries

Your questions on tax, answered

Holborn: 2 August, 1.30pm - 5.30pm

Deptford: 16 August, 1.30pm - 5.30pm

Studio holders: Free, Non-studio holders: n/a

Financial Planning for Growth

Make more informed decisions about your business

Holborn: 11 August, 10.00am - 12.00pm

Studio holders: £10, Non-studio holders: £10

BUSINESS PLANNING

Time Management for Creative People

Manage the mundane, create the extraordinary

Holborn: 7 July, 6.30pm - 8.30pm

Studio holders: Free, Non-studio holders: £25

Motivation for Creative People

Motivate yourself to overcome obstacles and create amazing work

Holborn: 14 July, 6.30pm - 8.30pm

Studio holders: Free, Non-studio holders: £25

Tackling Waste and Reducing Energy Costs

Reduce energy, wastage and costs in your studio

Holborn: 6 September, 1.30pm - 2.30pm

Deptford: 13 September, 1.30pm - 2.30pm

Studio holders: Free, Non-studio holders: n/a

MARKETING AND SALES

MAKING THE MOST OF MAILING LISTS

Trainer: Kitu Jhaveri

Holborn [book](#)

20 July, 10.30am - 12.00pm

Deptford [book](#)

20 July, 2.30pm - 4.00pm

Studio holders: £15

Non-studio holders: £15



Image - work by Abigail Brown

Creating and maintaining a mailing list in Excel is easy once you know how. It can save you time and help you target your mail-outs more effectively.

In this tailored workshop you will find out how to use your PC to compile and sort your contacts using Excel, send group email mail-outs and use 'Mail Merge' to produce mailing labels in no time.

Please ensure that you bring a laptop that has an Excel programme on it. Kitu will work closely with each attendee to ensure that they get the best out of Excel.

WHAT YOU'LL GAIN:

- Specialist advice on how to get the most out of Excel by tailoring it for your particular needs
- How to 'Mail Merge' from an Excel contact list. Send emails, letters and print labels with just a few clicks
- How to use 'sort' and 'filters' to extract and manage your contacts

WHO'S IT FOR? This is for designer-makers, both emerging and established, who are looking for tools and techniques to either develop an existing Excel list or who would like to build a new spreadsheet of contacts. Basic knowledge of Excel is useful but not essential. PC users only.

ABOUT THE TRAINER: Kitu is a chartered accountant with extensive industry experience in roles that require advanced Excel use. She is experienced at delivering Excel training courses tailored for the needs of individuals, helping them to increase productivity and efficiency in their businesses.

FINANCIAL PLANNING

FINANCIAL PLANNING FOR GROWTH

Trainers: Ellen O'Hara and Sarah Thelwell

Holborn [book](#)
11 August, 10.00am - 12.00pm

Studio holders: £10
Non-studio holders: £10



Image - work by Yoyo Ceramics

This workshop explores how to use your own financial information to make more informed decisions about your business.

You'll look at the pros and cons of different record-keeping systems and which approach is best suited to you and your business. Through practical group exercises, you'll cover budgeting, financial planning and how to improve your cashflow on a day-to-day basis.

You will also look at improving profitability and using designer-maker case studies, you'll be taken through a profit and loss forecast and show you how to interpret your own figures to make better decisions about your business.

WHO'S IT FOR?

Emerging and growing designer-makers who need to improve their financial record-keeping systems and improve their financial literacy.

ABOUT THE TRAINERS:

Ellen has overall responsibility for Cockpit Arts' Business and Professional Development services. She is an accredited business coach, provides one-to-one support and delivers training in financial and business planning, management and strategy tailored to designer-makers. Ellen holds a degree in Economics from the University of Birmingham and a postgraduate diploma in administrative management. She previously worked for The Princes Trust, Arts Council England and Andersen management consultancy.

Sarah is a strategist and consultant in the Creative Industries and founder of MyCake.org, an online financial management and benchmarking business tool. Sarah works with creative entrepreneurs to apply their creativity to building and operating a business, providing understanding of how to use business tools for growth and success. She is a member of the Chartered Institute of Marketing, holds an MBA from Imperial College and a BSc in Biology from Durham University.

WHAT YOU'LL GAIN

- Guidance on setting up a record system that works for you
- Improved financial literacy and confidence in financial planning
- A clearer understanding of your own business model and how to develop this to improve cash flow and profitability

ONE-TO ONE TAX SURGERIES

Trainer: Dean Shepherd

Holborn [book appointment](#)

2 August, 1.30pm - 5.30pm

Deptford [book appointment](#)

16 August, 1.30pm - 5.30pm

Studio holders: Free

Non-studio holders: n/a



Image - work by Jo Heckett

A fantastic opportunity to get your tax return into shape with a dedicated 40 minute one-to-one session with Dean Shepherd, a Chartered Tax Adviser who specialises in working with creative entrepreneurs.

As part of this special surgery Dean will look at your overall tax liability (both business and personal) to see if you are using all available reliefs and taking advantage of all possible schemes to legally minimise your tax burden.

These sessions can also be used as an open consultation for any tax or accounting questions you may have.

Participants will be required to bring a copy of their latest accounts and tax return for review.

WHO'S IT FOR?

Designer-makers, both emerging and established, who are looking to reduce their tax bill.

ABOUT THE TRAINER

Dean Shepherd is a chartered tax adviser and accountant who has been working with creative entrepreneurs for over 10 years. He is the founder of [Tax By Design](#), an accountancy firm specialising in helping creative businesses. He regularly guest lectures at Central St Martins College and holds a 1st class degree in Multimedia Design.

WHAT YOU'LL GAIN

- A basic understanding of the tax savings available through choice of business medium (sole-trader, partnership or limited company)
- An outline of the various VAT schemes available to you and how they can either reduce your VAT burden or improve your cash flow
- An awareness of the key areas of concern HM Revenue & Customs inspectors have with creative entrepreneurs' accounts
- Advice and what can and cannot be claimed for tax purposes

BUSINESS PLANNING

TIME MANAGEMENT FOR CREATIVE PEOPLE

Trainer: Mark McGuinness

Holborn

7 July, 6.30 pm - 8.30 pm

Studio holders: Free [book](#)

Non-studio holders: £25 [book](#)

Image work by Allison Wiffen



Gain essential skills to maximise your creativity and minimise your stress levels whilst running a business!

Time management may not sound like an exciting topic - but it could make or break your business, not to mention your inspiration.

As a creative professional, you're constantly having to balance focus on your work with responding to the demands of customers and clients. This practical workshop will help you resolve this tension, by finding the time and mental space for focused creative work, whilst still meeting all of your professional commitments.

WHAT YOU'LL GAIN

- Guidance on identifying and prioritising your most important work
- Tips on getting in the right state of mind for focused creative work and minimising interruptions and distractions
- Advice on managing email effectively
- How to remember, and fulfil, your important commitments

WHO'S IT FOR? Designer-makers and small creative businesses at all stages.

ABOUT THE TRAINER: Mark McGuinness is a poet and a coach and trainer for creative professionals. Mark has been coaching and training creative people for over a decade, and has worked with organisations including the BBC, Channel 4, The Institute of Practitioners in Advertising, Arts & Business. He writes two popular blogs about creativity and business: [Wishful Thinking](#) and [Lateral Action](#).

MOTIVATION FOR CREATIVE PEOPLE

Trainer: Mark McGuinness

Holborn

14 July, 6.30 pm – 8.30 pm

Studio holders: Free [book](#)

Non-studio holders: £25 [book](#)



Image - work by James Lethbridge

Let's face it, creative work is difficult. It takes a particular kind of persistence to keep chipping away at it day after day, week after week, year after year. Motivation is often the critical factor that separates those who succeed from those who fall by the wayside.

Most makers are motivated by a combination of love of their work and professional ambition but it can be difficult to get the mix right.

This practical workshop will help you understand the four most powerful types of motivation and use them to achieve creative and commercial success.

WHAT YOU'LL GAIN

- Practical skills you can start to use immediately
- Stories and real-life examples
- Activities to help you apply the ideas to your own work

WHO'S IT FOR? Designer-makers and small creative businesses of all stages.

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TACKLING WASTE AND REDUCING ENERGY COSTS

Trainer: Kim Jardine, Global Action Plan

Holborn [book](#)

6 September, 1.30pm - 2.30pm

Deptford [book](#)

13 September, 1.30pm - 2.30pm

Studio Holders: Free

Non studio holders: n/a

Image - Work by Re-silicone



Global Action Plan will be discussing practical and simple ideas for reducing your studio's carbon footprint.

This interactive workshop, tailored to the needs of Cockpit Arts designer-makers, will show you how small changes can make a big difference to your carbon footprint and save you money!

WHAT YOU'LL GAIN

- Top tips on saving money through waste reduction
- Ideas on how to reduce your studio energy and water consumption
- The chance to make an appointment with Kim to visit your studios for a full environmental audit

WHO'S IT FOR? All designer-makers who want to save money and reduce waste!

ABOUT THE TRAINER: Global Action Plan is an environmental charity that has worked with over 500 small businesses to reduce their environmental impact through low, and no, cost measures. For more information see www.globalactionplan.org.uk/SME.aspx

Booking Information

For Cockpit Arts studio holders

We operate a booking policy, through *Eventbrite* so that we know how many people to expect at a session and our trainers know who is attending their event. To book onto a session please click on the 'book now' links.

Any queries please contact Emma Thatcher on: emma@cockpitarts.com or 0207 419 1963 or drop into the office.

For non-studio holders

To book a place please click on the 'book now' links in the session descriptions. You will link to *Eventbrite* where you can book and make payment.

Any queries please contact Emma Thatcher on: emma@cockpitarts.com or 0207 419 1963.

Cancellations & Refunds Policy for Cockpit Arts studio holders

If you need to cancel your booking for any reason please let Emma Thatcher know as soon as possible either by telephone, 020 7419 1963, or email emma@cockpitarts.com. If we are given a minimum 2 days notice of your cancellation, we can offer your place to another person. In cases of cancellations of less than 48 hours or non-attendance on any professional development session, a cancellation fee of £10 will be charged. Failure to attend a one-to-one session will result in a £50 cancellation fee. Cockpit Arts will add this penalty to your next Office Services invoice.

Cancellations & Refunds Policy for non-studio holders

If you need to cancel your booking for any reason please let Emma Thatcher know as soon as possible either by telephone, 020 7419 1963, or email emma@cockpitarts.com. If we are given a minimum 2 days notice of your cancellation, we can offer your place to another person and refund your fee. In cases of cancellations of less than 48 hours or non-attendance on any professional development session, the fee will still be charged.

One-to-one Support for Cockpit Arts studio holders

Access feedback, information, coaching or guidance in a specific area of your practice or business in one or a series of one-to-one sessions with Ellen O'Hara, Head of Business Development, or Abigail Branagan, Business Development Manager.

For more information or to book please contact Emma Thatcher emma@cockpitarts.com

About Cockpit Arts

Cockpit Arts is a social enterprise and the UK's only [creative-business incubator](#) for designer-makers. It is a renowned hotbed of creative talent, helping [165 resident designer-makers](#) to grow their businesses and hundreds more through a dedicated [professional development](#) programme.

The Cockpit Arts Making It programme offers free professional development for Cockpit Arts studio holders and heavily subsidised places for non-studio holders. It is supported by Esmée Fairbairn Foundation.

