

# COCKPIT ARTS

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## PROFESSIONAL DEVELOPMENT SCHEDULE

### January - March 2010

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#### MARKETING & SALES

##### **Knowing Your Market**

Using market research to inform your marketing strategy

Holborn: Part 1: 22 Feb, 1pm - 2.30pm, Part 2: 9 March, 10am - 11.30am,  
Deptford: Part 1: 23 Feb, 3.30pm - 5pm, Part 2: 10 March, 10am - 11.30am,  
Studio holders: Free, non studio holders: £40

#### FINANCIAL PLANNING

##### **Tax Return Made Easy**

Get advice and guidance in time for the online deadline

Holborn: 12 Jan, 10.30am - 1.30pm  
Studio holders: Free, non studio holders: Free

#### BUSINESS PLANNING

##### **Creating an Outline Business Plan**

Use your creativity to start planning for success

Holborn: Part 1: 25 Jan 10am - 11.30am, Part 2: 8 Feb, 10am - 11.30am  
Deptford: Part 1: 26 Jan, 4pm - 5.30pm, Part 2: 9 Feb, 10am - 11.30am  
Studio holders: Free, non studio holders: £40

##### **An Introduction to Employing People**

Your questions answered

Holborn: 8 March, 10am - 12pm  
Deptford: 8 March, 3pm - 5pm  
Studio holders: Free, non studio holders: n/a

#### CREATIVE DEVELOPMENT

##### **How to Manage Stress and Unlock Creativity**

Work on your creative side

Holborn: 2 March, 10.30am - 12.30pm  
Deptford: 1 March, 6pm - 8pm  
Studio holders: £15, non studio holders: £15

#### EVENTS

##### **Inspiration to Realisation**

The journey from a great idea to a 'retail ready' product

Southbank Centre 23 March, 6pm - 8pm  
Studio holders: Free, non studio holders: Free

# MARKETING & SALES

## MARKET RESEARCH

**Trainer:** Abigail Branagan, Business Development Manager, Cockpit Arts

**Holborn** [book now](#)

Part 1: 22 Feb, 1pm - 2.30pm

Part 2: 9 March, 10am - 11.30am

**Deptford** [book now](#)

Part 1: 23 Feb, 3.30pm - 5pm

Part 2: 10 March, 10am - 11.30am

**Studio holders:** Free

**Non studio holders:** £40

Image - work by Amanda Ross



Markets are constantly changing - from fluctuating financial conditions to ever shifting trends. As a small creative business it's more important than ever to regularly re-evaluate your target market to help you maximise sales.

Through interactive exercises, research assignments and discussion this two-part session will help you to gauge the size and potential of your market, gain a clearer picture of your customers and competition, and locate the right routes to market for your products. It will also help you to identify market opportunities for your business and, in doing so, enable you to develop new collections and ranges that meet market demand.

**WHO'S IT FOR?** Designer-makers, both emerging and established, who are looking to update their market research. It will be just as relevant to those of you who are embarking on market research for the first time.

**ABOUT THE TRAINER:** Abigail provides specialist training and one-to-one advice at Cockpit Arts in the areas of marketing, selling, and manufacturing. She has first-hand experience of the market for craft having been Marketing Director for a critically acclaimed retail space in central London. Abigail has also worked for support organisations such as Hidden Art and the Crafts Council where she project managed Collect 2006. She regularly writes about design and craft for industry magazines and resources.

### WHAT YOU'LL GAIN

- Understanding of market research tools
- Ability to use market research techniques on an ongoing basis
- Confidence to analyse findings and apply these to your business
- Solid market knowledge specific to your business and sector that you can implement as part of your marketing strategy and business plan
- Free worksheets and templates to help you plan your marketing strategy

## FINANCIAL

### TAX RETURN MADE EASY

**Trainer:** Martin McKee, HMRC

**Holborn** [book now](#)

12 Jan, 10.30am - 1.30pm

**Studio holders:** Free

**Non studio holders:** Free



An excellent session for those of you who find the prospect of self assessment daunting.

Martin McKee of HM Revenue & Customs (HMRC) will provide key information and advice on: Keeping business records, paying tax and Class 4 National Insurance contributions and how to complete your tax return. Just in time for the upcoming deadline of 31 January!

#### **WHAT YOU'LL GAIN**

- Your specific questions answered on every aspect of completing your tax return online
- Expert advice and guidance on record keeping and claiming expenses
- Confidence and know-how on tax and NI issues

**WHO'S IT FOR?** Designer-makers who will be completing their self assessment for the first time, or who would like to review the process due to developments in their business.

**ABOUT THE TRAINER:** Martin is an experienced HMRC adviser who has a history of working with small creative businesses, advising them on how to complete the assessment as easily as possible.

# BUSINESS PLANNING

## CREATING AN OUTLINE BUSINESS PLAN

**Trainer:** Ellen O'Hara, Head of Business Development, Cockpit Arts

**Holborn** [book now](#)

Part 1: 25 Jan 10am - 11.30am

Part 2: 8 Feb, 10am - 11.30am

**Deptford** [book now](#)

Part 1: 26 Jan, 4pm - 5.30pm

Part 2: 9 Feb, 10am - 11.30am

**Studio Holders:** Free

**Non studio holders:** £40

**Image - work by** Alpa Mistry



Our research shows that 84% of the best performing businesses at Cockpit have a business plan in place. Rather than restricting your creativity, good planning ensures that you spend time on what you enjoy doing most and continue moving forward.

This workshop uses practical and visual exercises to help you clarify your long term vision and set creative, personal and business goals. You'll explore how to use your creativity to design your business and use different decision making tools to help you prioritise your ideas. At the end of the two workshops you'll have an outline business plan to take away and start putting into action.

### WHAT YOU'LL GAIN

- Clarity on your overall vision and direction
- A set of realistic goals to help you stay focussed and motivated
- Decision making tools to help you prioritise
- Tips on how to use your creativity to design your business
- An outline business plan and business plan template

**WHO'S IT FOR?** The session will be of particular benefit to established designer-makers who want to grow and need to refresh their existing plans. It will be just as relevant to those of you creating a Business Plan for the first time.

**ABOUT THE TRAINER:** 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.

## AN INTRODUCTION TO EMPLOYING PEOPLE

**Trainer:** Ted Wigzell, FSB and Ellen O'Hara, Head of Business Development, Cockpit Arts

**Holborn** [book now](#)

8 March, 10am - 12pm

**Deptford** [book now](#)

8 March, 3pm - 5pm

**Studio Holders:** Free

**Non studio holders:** n/a



Nearly half of the businesses at Cockpit Arts contract outworkers, administration or sales freelancers and an increasing number are taking on employees. But how do you decide when it's time to take on staff and, what do you need to consider before taking the plunge?

This informal lunch time session will introduce the key issues you need to consider when taking on work experience, contracting freelancers and employing staff. You'll also receive information on the free employment law services provided by the Federation of Small Businesses to its members.

### WHAT YOU'LL GAIN

- Tips on recruiting employees and finding freelancers
- A checklist of key issues to consider when engaging work experience, freelancers, or employing staff
- A clearer understanding of your obligations as an employer
- Your basic employment questions answered
- Signposting to expert advice on more complex issues

**WHO'S IT FOR?** The session is aimed at designer-makers who are considering, or are already, contracting or employing staff. Your questions will help shape a series of more detailed workshops on the subject later in the year.

**ABOUT THE TRAINERS:** Ted Wigzell is the London representative for the Federation of Small Businesses (FSB). The FSB is the UK's largest campaigning pressure group, promoting and protecting the interests of the self-employed and owners of small firms. Membership of the FSB offers several benefits including a free 24 hour legal helpline. For more information see [www.fsb.org.uk](http://www.fsb.org.uk)

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.

## CREATIVE DEVELOPMENT

### HOW TO MANAGE STRESS AND UNLOCK CREATIVITY

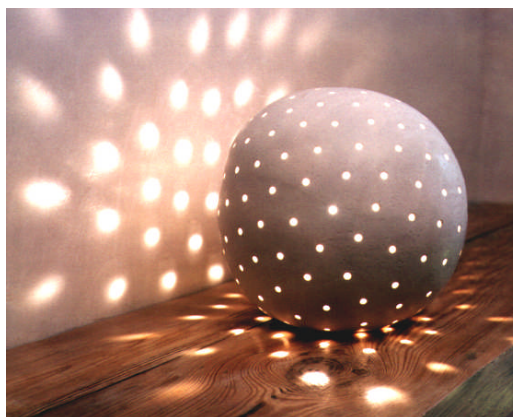
**Trainer:** Selina Allan DHyp PDHyp BSCH

**Holborn** [book now](#)  
2 March, 10am - 12pm

**Deptford** [book now](#)  
1 March, 6pm - 8pm

**Studio Holders:** £15  
**Non studio holders:** £15

Image - work by Anna Perring, Luna Lighting



Are you finding it hard to cope with the demands of running a small creative business? Is stress getting the better of your productivity and blocking your creativity?

Through a series of simple exercises participants will learn a range of self-hypnosis techniques that can alleviate the symptoms of stress. Selina will also focus on how to tap into, and take better control of, your creative mind and how to apply that to developing your business through everyday problem solving.

Hypnotherapy has been used as a natural healing technique for centuries. It has a range of benefits such as lowering blood pressure and stress levels in the body, and creating a more balanced and focused outlook.

**WHO'S IT FOR?** Emerging and established designer-makers seeking guidance on stress management and working through creative blocks.

**ABOUT THE TRAINER:** Selina Allan DHyp PDHyp BSCH is a clinical hypnotherapist with over three years experience and specialises in stress management. For further information visit: [www.thestableclinic.co.uk](http://www.thestableclinic.co.uk)

#### WHAT YOU'LL GAIN

- Ways to manage stress constructively
- The basics of self hypnosis and using the state of focused relaxation to enhance your creativity
- Goal setting techniques that you can enhance in the trance state

## EVENT

### INSPIRATION TO REALISATION

**Speakers:** Tania Clarke Hall, Sue King, SORT, Naomi Ryder, Sena Gu, Timea Sido, Adam Thow, Head of Retail & Buying and Katherine Walsh, Buyer & Merchandise Manager at Southbank Centre.



#### **Southbank Centre**

23 March, 6pm - 7.30pm with drinks and networking until 8pm

**FREE** [book now](#)

#### **The journey from a great idea to a 'retail ready' product**

This engaging seminar will feature six designer-makers talking about their journeys from idea generation to retail product realisation as part of a collaborative design project jointly developed by Cockpit Arts and Southbank Centre.

The selected Cockpit studio holders jeweller Tania Clarke Hall, glass artist Sue King, typographers SORT, textile designer Naomi Ryder and ceramicists Sena Gu and Timea Sido have all responded to the same brief – to create commercial products that take their inspiration from the unique environment of Southbank Centre, from the musical performances to the 'brutalist' architecture of the building.

You'll hear how initial ideas led to prototyping, manufacturing and delivery of the products in store. The talks will be followed by a panel Q&A featuring the selected makers and the Southbank Retail & Buying team, providing further insight and advice on product development for the retail environment

This seminar will be especially useful for designer-makers who are looking to manufacture products or are interested in developing relationships with retailers.

Hear more during the lead up to the event on our blog - to be launched soon.



## 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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 Professional Development 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.**

