

COCKPIT ARTS

Professional Development Schedule July – Sept 2008



Event	Date/Time	Location	Cost (Cockpit studio Holders)	Cost (Non studio holders)
Marketing & Sales				
Photography Sessions	2 July, 10.00am – 4.30pm 4 July, 10.00am – 4.30pm	Deptford Holborn	£80 £80	N/A N/A
Understanding Your Market and Finding Customers	14 July, 2.00pm – 5.00pm	Holborn	FREE	£35
How to Write an Artist Statement and CV	12 Sept, 2.00pm – 5.00pm	Holborn	FREE	£35
Business and Finance				
Pensions for Artists: Financial Planning	8 July, 10.00am -12.00pm and 2.00pm – 4.00pm	Holborn	FREE	FREE
How Not to Go Broke	22 July, 10.30am – 1.30pm	Holborn	FREE	£35
Understanding VAT	30 July, 11.00am -12.30pm 1:1 sessions 1.15-4.30pm	Holborn	FREE	N/A
The Price is Right	21 August, 10.30am – 1.30pm 25 Sept, 10.30am – 1.30pm	Deptford Holborn	FREE FREE	£35 £35
Outward Bound				
British Library IP Centre Event	5 August, 6.00pm – 8.00pm	British Library	FREE	N/A
Public Art Tour – Canary Wharf	19 August, 2.00pm - 4.00pm	One Canary Wharf	FREE	N/A
Tour of the Material Resource Centre	26 August, 11.00am -12.00pm	Materials Library	FREE	N/A
Special Events				
Getting Site Specific – a Public Art Commissioning Seminar	17 Sept, 6.00pm- 9.00pm	The Wallace Collection	£10	£10

Marketing & Sales

Photography sessions

Photographer: Kevin Dutton

Dates: 2 July in Deptford and 4 July in Holborn

Times: 10.00am – 4.30pm

Cost: £80 per hour (or £20 per shot)

For: Cockpit studio-holders only

These photographic sessions will provide you with high quality digital photography for use in press and publicity. A wide variety of work can be handled at the sessions. Products are generally shot on a white background, then retouched and the final images provided on CD.

You can book single or multiple one-hour sessions. The number of shots possible per session varies according to the subject matter – four to six shots per hour has been the norm in the past. Please contact Kevin: dutton.kev@virgin.net or 07973113969 for more information or to book a session.

Understanding Your Market and Finding Customers

Trainer: Sasha Bruce

Date and Location: 14 July, Holborn

Times: 2.00pm – 5.00pm

Cost: FREE/£35

For: All designer-makers

This session will cover the whys and hows of Market Research for designer-makers at all stages. You will look at the differences between primary and secondary information, how to identify and segment your market, what information to look for and where, and how to apply that information to your own business. Participants will also look at how research should inform business and marketing planning and will receive practical research tools that don't cost the earth.

Sasha Bruce has spent over 12 years in the retail and wholesale business. She has worked both in wholesale handling sourcing and new business, and over four years as a Senior Buyer in the gift market. Sasha has since spent the last two years running her own business Buyerlogical acting as a consultant to the wholesale and retail trade, specialising in assisting designers and start up companies in bringing their product to market.

How to Write an Artist Statement and CV

Trainer: Abigail Branagan, Market Development Manager

Date and Location: 12 September, Holborn

Times: 2.00pm – 5.00pm

Cost: FREE/£35

For: All designer-makers and artists

Have you got writer's block? Artists' statements and CVs are an opportunity to sell yourself and your work in a way that will inspire and inform the reader's interest. They are required for a range of purposes from applications for awards and exhibitions, to profiles in catalogues and on websites.

Through practical exercises and theory this session aims to provide the main principles of writing a statement and CV, and to enable you to approach future writing with confidence. It is suitable for both start-up businesses, who have never written a statement before, and established businesses who would like to freshen up their promotional material. It is advisable to bring your existing statement and

CV with you to the session. For Cockpit studio-holders, this session will come in good time to help you with your website update for the Cockpit Arts Designer-maker directory.

Business and Finance

Pensions for Artists: Financial Planning for Artists

Trainers: Pensions for Artists in Association with Equus Independent Financial Management

Date and Location: 8 July, Holborn

Times: 10.00am -12.00pm and 2.00pm – 4.00pm

Cost: FREE

For: All designer-makers and artists

Pensions for Artists is a programme of training commissioned by Arts Council England to provide independent, accurate pensions information to the artistic and creative industries. These sessions will uncover information about how to utilise pension savings to enable artists to own their own studio, as well as examining alternative methods of pension savings. Equus Independent Financial Management will be providing impartial and informative advice and presenting some examples from past clients for consideration.

Please note this seminar will be advanced and aimed at businesses who have already attended the previous Pensions for Artists session, or have a solid understanding of the basics of pensions planning.

How Not to Go Broke!

Trainer: Ellen O'Hara, Business Development Manager

Date and Location: 22 July, Holborn

Times: 10.30am - 1.30pm

Cost: FREE / £35

For: Start-ups and growing designer-maker businesses

As a start up or growing designer-maker business, running out of cash can represent your biggest threat. Cash is the life blood of your business and while it can survive without sales for a short while, it cannot survive without cash. This interactive workshop will provide you with valuable, practical guidance on how to manage the cash flow rollercoaster. It explores how to identify and avoid potential cash flow problems, how to manage risks and avoid common pitfalls such as over-trading. As well as tips for effective cash flow management, the session will include a practical exercise on cash flow forecasting and look at how to use cash flow forecasts for planning purposes. Participants will also receive a cash flow forecasting template to take away and adapt for future use.

Understanding VAT

Trainer: Paul Perlin

Date and Location: 30 July, Holborn

Times: 11.00am -12.30pm followed by afternoon 1-2-1 sessions by request

Cost: FREE

For: Cockpit studio-holders only

Chartered Accountant Paul Perlin will talk through and advise on the benefits of VAT registration for small businesses trading 'business to business'. He will also explain the financial advantages of VAT registration, the pros and cons of the different VAT schemes available, the effect on book-keeping records and the downsides. One to one sessions are also available from 1.15pm - 4.30pm to talk to Paul in more detail about your business and answer any specific VAT questions you have.

The Price is Right!

Trainer: Ellen O'Hara, Business Development Manager

Date and Location: 21 August in Deptford and 25 September in Holborn

Times: 10.30am -1.30pm

Cost: FREE / £35

For: All designer-makers

Getting your pricing right is critical to success and a key element of your marketing and sales strategy. But how do you know your pricing is right and will help generate enough profit to support you and your business? In this interactive workshop, you will explore different approaches to pricing and the relationship between sales, costs, price, value and profit. You will look at the role of pricing as a sales and marketing tool and learn which pricing strategies best apply to your work. The session includes practical exercises to help you explore how pricing affects your bottom line, giving you confidence that your price is right!

This session is ideal for both start-up business seeking guidance on how to price their work and established businesses looking to review their pricing and increase sales and profitability.

Outward Bound

Visit to British Library IP Event

Date and Time: 5 August, 6.00pm – 8.00pm

Location: British Library IP Centre, 96 Euston Road, London, NW1 2DB.

Cost: FREE

For: Cockpit studio-holders only

It can be tough to start and run a business. The Business & IP Centre, at the British Library in London, has all the business and IP (intellectual property) information you need as an innovator and entrepreneur. The centre offers free access to the UK's most comprehensive collection of business and intellectual property information, including around 50 million patent specifications, unique databases on trade marks and registered designs, thousands of market research reports, company reports, trade journals, business directories and guides to legal information and government publications.

This special evening event is an opportunity to visit the Business & IP Centre and meet Clare Harris (Workshop & Events Co-ordinator) who will guide you through how to use the resources, and the potential benefits to your company.

Public Art Tour – Canary Wharf

Date and Time: 19 August, 2.00pm - 4.00pm

Location: Meet at One Canada Square, Canary Wharf

Cost: FREE

For: Cockpit studio-holders only

Are you interested in public art? The Canary Wharf Group champions the role that artists and designers play within the built environment and have commissioned, purchased or facilitated a range of works across the Canary Wharf estate. These include: designer Ron Arad, jewellers Katy Hackney and Wendy Ramshaw, glass artists Alexander Beleschenko and Danny Lane, and textile artist Kate Blee.

Sally Williams, Public Art Consultant at Canary Wharf, will be giving a short presentation to Cockpit Art studio-holders about some of these projects focusing on how they came into being. She will also be giving a tour of some of the public art highlights. There will be an opportunity to see the current exhibition in the lobby of One Canada Square, 'Paper Tiger: an installation by Susan Stockwell'. This is part of the regular 'Sculpture in the Workplace' programme of exhibitions organised by the Public Art department and curated by Ann Elliott.

Tour of the Materials Resource Centre

Date and Time: 26 August, 11.00am – 12.00pm

Location: MADE, 1 Carlton House Terrace, London SW1Y 5AF

Cost: FREE

For: Cockpit studio-holders only

Are you looking for new materials? The Materials Resource Centre is part of the government funded Materials and Design Exchange group and housed at the Institute of Materials, Minerals and Mining. It is a physical archive of more than 500 new materials. Samples range from hemp fibres and recycled papers, to flooring systems made from an aluminium honeycomb. In addition to a tour of the facilities, Design Technologist, Surmeet Bellara will be available to answer any question relating to materials and their potential uses. Please note that anyone attending will be required to register on the MADE website in advance of the visit –

www.iom3.org/made

Special Events

Getting Site Specific – a Public Art Commissioning Seminar

Date and Time: 17 September, 6pm-8pm followed by drinks and networking until 9pm

Location: The Wellcome Collection Conference Centre

Cost: £10 (special London Design Week offer)

For: All designer-makers and artists

Do you want to move into the world of public art but don't know where to start? Are you interested in producing grand designs on a grand scale? Have you wondered how designers work with architects or how they access the latest commissioning opportunities?

Cockpit Arts, in partnership with Create KX, is hosting a special evening seminar focused on public art, architectural and corporate commissioning. There will be a specialist panel of public artists, architects and commissioning bodies to help you find out the commissioning process. Themes include: looking at the how to locate commissions; the main issues of site specific work (e.g. the logistics of installation); project management; budgets and contractual arrangements.

To book a place please visit the Create KX website: www.createkx.org.uk

One-to-one Support (only available to Cockpit studio holders)

Access feedback, information, advice 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, Business Development Manager or Abigail Branagan, Market Development Manager. Any issue can be discussed and topics can include business planning, approaching galleries, working with buyers, developing new work or just a general review. You can also access support via phone and email.

Booking Information

For Cockpit studio-holders

We operate a booking policy so that we know how many people to expect at a session and so our trainers know who is attending their event. To book onto a session or to find out more info, please contact Emma Thatcher on: emma@cockpitarts.com or 0207 419 1963 or drop into the office.

For non studio-holders

Non studio holders are required to complete a booking form, available from Emma Thatcher on: development@cockpitarts.com or 0207 419 1963. Fees should be paid by cheque in advance to reserve your place.

Cancellations & Refunds Policy for Cockpit 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 1961, or email emma@cockpitarts.com. If we are given a minimum 2 days notice of your cancellation, we can offer your place to another maker. 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 1961, or email emma@cockpitarts.com. If we are given a minimum 2 days notice of your cancellation, we can offer your place to another maker 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.

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Deutsche Bank

