

SOUTH EAST CREATIVES

Workshop + Mentoring Programme

RECORDED WEBINARS

Until further notice, we are offering an adapted programme online. If you are an eligible business in Essex, Kent or East Sussex, and interested in the Workshop + Mentoring Programme you can access any of the following webinar recordings by emailing us a list of the what you are interested in:

admin@southeastcreatives.co.uk

We may ask you to sign an attendance sheet via DocuSign.

Financial Knowledge for Creative Businesses

Remi Harris MBE, 2x 1hr

Having a handle on the money side of your creative business is essential to keep it sustainable. Accounts isn't just something done by Accountants or produced once a year at tax time. Budgets, Sales Forecasts, Management Accounts and Cash-Flow forecasts are tools that can be invaluable in the planning and running of a Creative Business, understanding your business through the numbers. This webinar was recorded in late March and was adapted to COVID-19 and the release info regarding the Government Business Support scheme.

Optimising Your Virtual Impact

Kate Faragher, 1hr

If you are planning to move some of your business's offer online or are planning to try out some video marketing, Kate Faragher of BeSpoke Skills will help you learn how to present, communicate and engage with your digital audience.

Organising Accounts and Tax

Remi Harris MBE + special guest, Shimite Ofor, 3x 30-50mins

Now we are in a new financial year, it's a great time to get ahead of the rush and get your tax return for 2020 done. This webinar series is a refresher on getting your financial paperwork in order and what expenses are allowable deductions for sole-traders.

Protecting Your Creativity

Ian Goodyer, Reydoog, 2hrs

Whether you are trying to launch a new innovative product, sell something with a unique design, use your creative, artistic or musical talents or trying just to build a good name for yourself in your chosen industry, Intellectual Property (IP) will be at the heart of your business. IP, at its most basic level, defends your Unique Selling Points (USPs) and without using it effectively competitors will enter the market, imitate your business and take your customers from you. This course will explain what IP is, how it works and what you can do to protect yourself in the most cost-effective and efficient way. It will cover the following:

- What is IP? Why should I care?
- Copyright
- Trade Marks
- Patents
- Designs
- Knowhow and trade secrets

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continued...



European Union
European Regional
Development Fund

SECCADS
South East Creative,
Cultural and Digital Support

Reaching Your Target Audience

with Tom Broome + Marieke Sjerps, Creative Quills, 1hr

You can spend a lot of time and money on marketing without ever seeing a single sale. Smart, well-crafted, useful content can still fail if your target readers don't see it. The key is to put your message in front of people who can and will buy. To do this, you need to identify your target audience. In this interactive webinar, we will discover marketing strategies that can transform your business.

Social Media, Press, and Marketing

Anne-Marie Shepherd, The Design Trust, 2hrs

Getting your product or service in front of the people who need and want what you offer is often the hardest part of running your own business. From engaging with journalists and social media, to networking on LinkedIn and getting on local radio, marketing doesn't need to be overwhelming or daunting. We'll cover the importance of research, social media, the power of email marketing, how and when to contact journalists, as well as the relevance of your own story.

Weblaw: using domain names, websites and social media in your business

Keith Arrowsmith + Grace Astbury, Counterculture LLP, 2 x 1hr

This two-part webinar will help you gain insights on the key concepts of weblaw. Creating a website is relatively easy these days, making sure this website complies with the law is more difficult. Learn more about this, and web law in relation to social media, data protection, intellectual property and how this can all help to protect your creative business online. These sessions are a mix of an initial presentation introducing key concepts of the subject area, facilitated discussions using case studies and real examples from the presenters' extensive experience in the sector; and small group exercises to cement learning.

Website Content & SEO

Tom Broome + Marieke Sjerps, Creative Quills, 1hr

As a small creative business or practitioner, how do you create a great online presence? If you want to attract customers, a website that is easy to find AND easy to use is essential. In this interactive webinar, we will focus on writing effective content for your website, search engine optimisation (SEO) and Google Business Listings as ways of raising your profile.

Using Intuition to Deal with Uncertain Times

Tamara Gal-On, 2x 1hr

This webinar is aimed at creatives, those who support creatives and work in wider creative industry who are fearful, anxious or overwhelmed due to the extraordinary times we are living through or are feeling so uncertain about what action to take, they aren't taking any.