



“Creative things have to sell to get acknowledged as such. Steve Jobs didn't really set the direction of my Apple I and Apple II designs but he did the more important part of turning them into a product that would change the world.
Steve Wozniak

Workshop Title:: **Becoming a Freelancer**

Aimed at:: People in the media industry who are thinking of or have just set up their own business or have become a freelancer.

Overview:: A valuable and highly interactive one day workshop on identifying ideas and actions for becoming a freelancer or setting up your own business in the creative industries. The workshop explores some of the common pitfalls, recognising your unique skills, how to plan setting up a business and working together to make the first moves.

Aim:: The aim of the workshop is to review and plan key activities necessary to research and action the set up of a new business or on becoming a freelancer.

Objectives:: By the end of the workshop, people will be able to

- Identify their core services
- Establish their business aim and direction
- Develop a basic action plan for moving forward
- Complete networking activities
- Identify key local business support opportunities

Workshop Outline:: This is a one-day programme, starting at 9.30 and finishing at 5.00 (Registration is at 9.15). The day provides an overview of the various types of business, how to network in the creative field and taking the first steps towards establishing your company. The workshop will use a range of interactive activities – group and individual exercises, case studies and discussions. The teaching method used is “experiential learning” and is designed towards effective application of what has been learned to maximise the value of the course. This workshop provides the opportunity to discuss and reflect on the delegates “real-life” situations and to formulate new approaches to develop and encourage their ideas. Delegates should attend in a positive frame of mind willing to try new ideas and to challenge conventional thinking.

Skills Channel TV:: The aim of Skills Channel TV is to help people achieve. Current clients include various screen agencies, national broadcasters and new media businesses as well as a range of production companies and design groups. Skills Channel TV is one of the UK’s largest growing media training providers.

For more information visit www.skillschannel.tv or call 0845 83 777 63

Pre-Workshop::

Before attending the workshop, do spend some time thinking of the following:

- A personal SWOT analysis (Your strengths, weaknesses, opportunities and threats)
- What would be your ideal business
- What are the typical daily rates for your services or the average costs for your likely core products?
- Complete the attached Personal Cash Needs Form before the event

Benefits::

As a result of attending the workshop, delegates will be able to have a clear idea of how to start their business and to promote their services.

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SAMPLE OVERVIEW: BECOMING A FREELANCER

Time	Content	Output
0915	Registration	<ul style="list-style-type: none"> • Paperwork and Stuff
0930	Arrive and Welcome	<ul style="list-style-type: none"> • Session Outline • Benefits • Delivery Style
	Personal Introductions	<ul style="list-style-type: none"> • Identification of current knowledge and experience
	The Current Climate	<ul style="list-style-type: none"> • An overview of the current trends, patterns and issues affecting SME's and freelancers in the creative industries sector
	You the Product	<ul style="list-style-type: none"> • What have you to offer? • The USP • Making a difference
	Sole Trader, Partner or Limited Company	<ul style="list-style-type: none"> • Deciding the most appropriate option • Benefits and issues
1245	Lunch	
1315	Financial Stuff	<ul style="list-style-type: none"> • Cash is king • Balance sheets, profit and loss, cash flow and budgeting
	Business Planning	<ul style="list-style-type: none"> • Aim and purpose • Business Planning Principles
	Promoting Yourself	<ul style="list-style-type: none"> • Networking Skills • Low cost marketing in the creative sector
	Business Support	<ul style="list-style-type: none"> • An overview of local business support to creative freelancers and companies • Screen Agencies, Business Link, Skillset
	Summary	<ul style="list-style-type: none"> • Review of key points • Action planning – Planning to break free • Workshop evaluation
1700	Close	

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