



UNDERSTANDING BRANDING

2 hour workshop – in person or online

HOW TO LAY THE FOUNDATIONS OF A COMPELLING BRAND

Branding can be a tricky concept to comprehend and many creative freelancers and arts organisations don't understand how to make it work. In a marketplace full of mixed marketing messages, a compelling brand can help a creative practitioner or organisation stand out from the crowd. Creatives who make the most of their branding can build a loyal community of clients and customers that are engaged and interested, willing to spend money, and happy to spread the word.

In this down-to-earth workshop, participants will learn about:

- The basic concepts of branding, and why it's so important;
- Personal and professional branding, and how it applies to creative practitioners;
- The ingredients that make a compelling brand;
- Practical steps to help participants bring their branding A-Game

What do I get? All participants of this workshop also receive:

- Lifetime access to a dedicated *UNDERSTANDING BRANDING* Dropbox folder full of additional resources and workbooks to help continue the learning after the workshop is over;
- Access to additional free webinars to supplement the material covered in the workshop;
- The possibility of further one-to-one business advice, mentoring and support from one of our creative industries business specialist advisors.

All questions are welcome in this relaxed, safe and inclusive workshop. Participants are also encouraged to share their own experiences and network with their fellow practitioners.

Ideal For: Creative freelancers, established practitioners, arts organisations.

Who is presenting?

The Creative Plus Business facilitators are unique – all creative professionals from a wide range of arts practices who also have training and experience in the world of business and facilitation. All our workshops have been developed inhouse and delivered repeatedly by different presenters to ensure they are consistently practical, educational, entertaining, and fun.

Your facilitator for this workshop will be confirmed when you book with us.

For more information please visit: <https://creativeplusbusiness.com/team/>

Equipment required:

<i>For ONLINE delivery</i>	<i>For IN PERSON delivery</i>
We will provide the platform (usually Zoom or Crowdcast), or we can use yours!	Whiteboard and markers Projector and Screen for presentation

Please email hello@creativeplusbusiness.com for more information, or to book your **UNDERSTANDING BRANDING** workshop.



WORKSHOP TESTIMONIALS

A few words from our happy clients

From start to finish our dealings with Creative Plus Business were easy and reliable, and the workshops were outstanding ... I was very impressed by the excellent feedback received and reassured that programming the workshops into our events calendar is an incredibly safe investment in building the strength of the creative economy of our region.

Alison Vandenberg, Economic Development Officer, Bega Valley Council

From our first email correspondence Creative Plus Business delivered a service that was warm, pragmatic and efficient. They quickly recognised our specific needs and tailored a programme to suit. Monica and the team delivered above and beyond what was promised – the workshops were practical, interactive and fun. Participants started implementing the tools and strategies immediately and I have no doubt that the learnings taken from the workshop series will be transformational for this cohort of screen freelancers and business operators.

Abi Binning, Executive Director at Wide Angle Tasmania (2019)

On behalf of the NAVA I want to thank you for working with us on the development and implementation of our inaugural on-line training program for visual artists. Your experience and knowledge about the issues and motivations required by people running their own business allowed us to deliver a program that was relevant and embraced by the participants. NAVA staff also gained from working with you.

Tamara Winikoff – Executive Director, National Association for the Visual Arts (2009)

Monica Davidson is a gifted lecturer, among the best I have worked with at AFTRS. The courses she has developed have become 'classics', very popular and effective. Her teaching and scholarship are consistently of a high standard. She has turned a subject that many students found difficult or off-putting into one they enthuse about! Her success has helped make Screen Business a core element of the School's curriculum.

David Court – Former Director, Centre for Screen Business and AFTRS (2015)

Monica is one of the most inspirational, motivational and thorough guest lecturers I have in the Screen course of study at NIDA. She is the unique combination of hard task master, caring adviser and complete professional. Each and every student gains immeasurably from their interaction with Monica and this results in a student who is self motivated and encouraged to be bold, strategic and then audacious in pursuit of their creative life. I wish I could clone her!

Di Drew – Former Head of Screen, NIDA (2017)

Monica Davidson is a gifted and entertaining teacher. She tailored her successful Business Skills Course to specifically cater for our group of twenty-five business averse Film Editors. I highly recommend her courses, they are fun and extremely valuable for managing the vagaries of the freelance time and income and juggle. Monica's engagement goes well beyond the course, with a huge amount of access to further materials, recommendations, and networking

Fiona Strain – President, Australian Screen Editors Guild (2016)

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MEET THE GANG

Our Boss – Monica Davidson



Monica Davidson is the founder of Creative Plus Business and an award-winning expert on the creative industries. Monica began her professional life as a filmmaker and writer, and her experience highlighted how unprepared creative people can be for the realities of running a small business. After informally helping other creatives for twenty years through her practice, she ratified her experience by completing a Masters Degree in Screen Arts and Business. In 2013 Monica was named as Australia's first Creative Industries Business Advisor, consulting to the NSW Small Business Commissioner. Monica started Creative Plus Business the following year to capitalise on her combined experiences, and since its inception the social enterprise has grown to help thousands of individual practitioners to develop all aspects of their creative businesses. Monica was named as one of AFR 100 Women of Influence for her work, and in 2019 she received the inaugural Creative Trailblazer Award from CEA at QUT that celebrates "an individual who creates enterprises and opportunities and who advocates, mentors, donates, educates and advises within Australia's creative economy".

Our Team Of Experts



The Creative Plus Business team are unique – we are all creative professionals from a wide range of arts practice who also have training and experience in the world of business. The whole team, from our admin assistants through to our senior consultants, have the rare combination of practical business knowledge and skill coupled with the lived experience of working in the arts. We are not representative of 'suit world' telling creatives how they should behave. We are writers, filmmakers, performing and visual artists, musicians and designers who have all made money from our craft. We also represent a wide variety of professional experience, education, cultural background, ethnicity, sexuality and gender identification. Because of our shared experience, the team is passionate about guiding our creative peers through the challenges of starting and running a small business or arts organisation. We have all been there, and we genuinely want to help. We also have the no-nonsense, pragmatic approach (coupled with a great sense of humour) that comes from years of practical experience in the engine room of the creative economy. We have lived creative business, we have learned from it, and now we are dedicated to sharing our knowledge.



THE BORING BITS

HOW MUCH DOES IT COST (2021 pricing)?

Our standard 2-hour workshops are priced at \$2000.00 + GST.

If you require a bespoke or tailored workshop, our preparation fee is \$100 per hour. Travel costs will also be calculated for In Person delivery of workshops outside of the Greater Sydney area. This will include flights, accommodation, and travel time. There is NO LIMIT on the number of participants, beyond venue capacity.

A CHAT advisory session is priced at \$250 per session, + GST.

The GROW program is priced at \$1200.00 per program (6 sessions) + GST.

All advisory sessions are confidential and anonymous.

HEAVENS! WHAT'S INCLUDED IN THAT COST?

All our workshop fees include admin, preparation, overheads and insurance, all correspondence and meetings, hosting of an online platform (if required), creation of bespoke PDF workbooks, follow-up support emails, and access to a dedicated Dropbox with more resources for each participant.

Our advisory program fees include preparation for the expert advisor, all correspondence and scheduling, meeting time with the client, follow-up email with access to bespoke resources and continued links.

WHERE ARE THE WORKSHOPS HELD?

We can run workshops wherever your stakeholders might be. All workshops have been designed for both online delivery and real-life presentation. Venues for workshops are the responsibility of the client, but for an additional fee we can source a location for you. We implement Covid-Safe practices for In Person workshops.

WHO ARE YOUR FACILITATORS?

Our team of facilitators are all experienced presenters, with both creative practice and small business experience. All our workshops have been developed inhouse and delivered repeatedly by different presenters to ensure they are consistently practical, educational, entertaining, and fun.

WHAT EQUIPMENT DO YOU NEED?

For online delivery – we can provide both Zoom and Crowdcast as stable platforms. For IRL delivery we need a venue, a screen for our presentation, and preferably a whiteboard for the helpful drawing of pictures.

WHAT SHOULD PARTICIPANTS BRING?

Pen and paper, laptop if they want to. We provide all the rest including workbooks and writing materials.

DO YOU HAVE INSURANCE?

Indeed. We have Public and Product Broadform Liability Insurance up to \$20 million, Professional indemnity Insurance up to \$5million, and our team are covered by appropriate NSW Worker's Compensation insurance.

DO YOU OFFER A QUALIFICATION?

We are not a Registered Training Organisation, but many of our facilitators are qualified to deliver accredited training up to an AQF9 under the Australian Qualifications Framework. We can also create bespoke programs to confirm to your accreditation needs, according to your schedule of delivery and assessments.

www.creativeplusbusiness.com