



## WORKSHOP OVERVIEW: CREATIVE'S GUIDE TO BRANDING

*Personal and professional branding is an essential marketing tool for creative practitioners, but understanding and creating branding can be a challenge.*

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

With a specific focus on the arts and creative industries, this workshop covers:

- + The definitions of branding, and how it applies to people working in the creative industry.
- + How to understand branding as it applies on a personal and professional level.
- + Your Core Values, how to define them as they make all the difference.
- + Discussion of your Personal Brand, and how it applies to creative practitioners.
- + An introduction to Colour Theory and why it helps to communicate your brand.
- + Extending from the personal into a Business, Organisational and/or Creative Brand.
- + 'Brand Pillars', the practical steps to help participants bring their branding A-Game

*Creative's Guide to Branding* is a collaborative workshop and participants will be encouraged to ask questions, share experiences and ideas, make connections and foster peer relationships.

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

- + Lifetime access to a Dropbox folder jam-packed with additional resources and helpful links.
- + A Workbook to assist with the practical elements of the workshop.
- + 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. We have a whole team ready to help!

### **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, fun – and suitable for creative learning styles. Your facilitator for this workshop will be confirmed when you book.

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

**Duration?** Two hours with a short break in the middle. If you'd like to change that, let us know.

**Delivery?** We can deliver this workshop online or in person – just let us know what you prefer!

**Please email [education@creativeplusbusiness.com](mailto:education@creativeplusbusiness.com) for more information.**



## WORKSHOP TESTIMONIALS

### A few words from our happy clients

*Creative Plus Business workshops have been extremely well received by established artists, up and coming artists and the local community. It has been evident through many comments how these workshops have been thorough, presented in the most professional manner and very well organised. It has been a great way to develop and build the capacity of our local creative/business community. 97% of surveyed participants learned something new and helpful for their career, 92% rated the workshops as excellent, and 97% would recommend to others.*

Youssef Zumut, Community Development Officer, Ryde City Council

*The Creative Business and Career Planning workshops were the most successful of all workshops offered for the Professional Practice Masters subject in 2021 at AFTRS. The students messaged me during the workshops to tell me how much they were enjoying the class and asked for more of this sort of material. One student wrote afterwards that Monica (the facilitator) made difficult concepts easy to understand and promoted self-efficacy which they found motivating and inspiring.*

Dr. Marty Murphy, Senior Lecturer, Master of Arts Screen, AFTRS

*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. The team delivered above and beyond what was promised. 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 freelancers and business operators.*

Abi Binning, Executive Director at Wide Angle Tasmania

*The design of the creative industries business education program was tailored in such a way to allow engagement from a broad audience... The feedback from participants thus far has been very positive with all participants who have completed a post-course evaluation stating that 'their professional practice capability has increased'. The internal feedback relating to the course subject matter and design has been extremely positive and we would have no hesitation engaging Creative Plus Business for future work where relevant.*

Danielle Phyland – Coordinator, Economic Development & Tourism, Nillumbik Shire Council

*Some of the highlights working with Creative Plus Business was the level of expertise and comprehensive approach into our new devised project. Monica Davidson and her team have great knowledge and was quite versatile in navigating barriers around language, culture and the intrinsic environment of the Arts sector in Australia.*

Laura Luna – Arts and Culture Manager, Settlement Services International

*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

# ABOUT US



Business for good

Creative Plus Business is a social enterprise dedicated to educating creative people and arts organisations about business skills. We are industry specialists focussed on the diverse needs of a broad range of creative stakeholders. We've been sharing practical knowledge and experience through a range of services and online products since 2015.

Our clients include practitioners from every arts profession and organisations that service the creative industries in a wide variety of ways. We also work with all levels of experience, from curious hobbyists to arts graduates, solo freelancers to small teams of arts entrepreneurs, as well as educational institutions, not-for-profits, councils, and larger creative companies.

Our programs help creatives to build their professional skills, improve confidence, increase their capacity, and embrace the positive impact of adding entrepreneurialism to their creative practice.

Since our inception, the team at Creative Plus Business has worked with hundreds of clients and thousands of individual practitioners to help them fully realise the benefits of becoming better at business.



## Values Statement

**Creative Plus Business values honesty, creativity, professionalism, and humour.**

We believe in supporting arts professionals, including each other, through the interesting and rewarding process of being a professional creative. We value practical and optimistic strategies that work, a no-bullshit approach to challenges, an optimistic outlook that favours action and independence, and a good laugh. We will never stop challenging myths about working creatives, exploring our art, caring for each other, and practising radical empathy.

## Vision

Our vision is to contribute to the growth and success of every creative business, no matter what size, no matter what industry.

**Be creative – make money – love your work!**

## Mission

Creative Plus Business exists to support creative practitioners as they develop the entrepreneurial aspects of their practice. We inspire confidence and encourage competency through down-to-earth programs, informative resources, entertaining delivery, and valuable knowledge exchange. Our recipe consists of practicality, a touch of respectful irreverence, and a big dose of professionalism tempered with kindness and empathy.

## What are the Creative Industries?

We work across the whole of the creative industries, including:

- › advertising and marketing;
- › architecture and built landscapes;
- › design in all its forms, from graphics to fashion to interpretation;
- › film, television, online media, and screen;
- › radio and podcasting;
- › music performance and composition;
- › performing arts of all kinds;
- › creative aspects of software development and interactive content;
- › writing, publishing, and print media;
- › visual arts, crafts and making.

Find out more at  
[creativeplusbusiness.com](http://creativeplusbusiness.com)

[www.creativeplusbusiness.com](http://www.creativeplusbusiness.com)



## MEET THE TEAM

### Our Founder – 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 freelance filmmaker, writer and performer. Her experience highlighted how unprepared creative people can be for the realities of running a small business. After informally helping other creatives with advice and education, she ratified her experience by completing a Masters Degree in Screen Arts and Business at AFTRS in 2013. The same year Monica was named by the NSW Small Business Commissioner as Australia's first Creative Industries Business Advisor, where she consulted on government policy and helped implement creative business supports. Monica founded Creative Plus Business in 2016 to continue this work, 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 listed in the AFR 100 Women of Influence for her work, and in 2019 she received the inaugural Creative Trailblazer Award from QUT. She is also a 2020 AMP Foundation Tomorrow Maker, and a regular finalist in the City of Sydney Business Excellence Awards. In addition to her role as Doyenne of C+B, Monica continues her work as a filmmaker and writer, releasing her feature documentary *Handbag* on SBS Viceland and On Demand in 2023. She also enjoys hanging out with her boisterous family.

### Our Team of Experts



The Creative Plus Business team are a diverse gathering of unique individuals. They are all creative professionals from a wide range of arts practices, who also have training and experience in the world of business. Our whole team, from our managers through to our consultants, have the rare combination of practical business knowledge and skill coupled with the lived experience of working in the arts. Creative Plus Business experts are not representative of traditional business, telling creatives how they should behave and do things 'properly'. We are all kinds of artists from all kinds of practice who have spent years (sometime decades) making money from our craft. We also represent a wide variety of professional experiences, education, cultural background, ethnicity, ability, sexuality and gender identification. Everyone on the C+B 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 and worked in our creative businesses, we have made lots of mistakes, learned from our collective experience, and we are dedicated to sharing our knowledge with others.



## THE BORING BITS (FAQs)

### HOW MUCH DOES IT COST (2024 pricing)?

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

If you require a bespoke or tailored workshop, our preparation fee is \$150 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 \$1000.00 per program (4 sessions) + GST.**

### HEAVENS! WHAT'S INCLUDED IN THAT COST?

All our workshop fees include admin, preparation, facilitation, 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. Cost of hiring that venue is additional to our workshop fee. Hybrid workshops (conducted both online and in person) are the full responsibility of the client.

### WHO ARE YOUR FACILITATORS?

Our team of facilitators are all experienced presenters, with both creative practice and small business experience. They have been extensively trained on the delivery of the workshop you have chosen. Our workshops have been developed inhouse by and for creative practitioners. Each one has also been 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.

**To find out more, visit our Client Dropbox at <https://bit.ly/CPB-WORKSHOP-PREP>**

### 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 \$5 million, and our team is covered by NSW Workers Compensation insurance. Our Certificates of Currency are available in the [Client Dropbox](#), and you can also email us for a copy.

### 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 that conform to your accreditation needs, according to your schedule and assessments, for a fee.

**THANKS AGAIN FOR ASKING US TO PROVIDE A PROPOSAL!**