

G.L.A.M Marketing Basics

WORKSHOP OVERVIEW

For smaller organisations in the Galleries, Libraries, and Museums (GLAM) sector, marketing to attract visitors is vital for survival, but is often constrained by budgets, marketing skills in volunteer teams, and time available to plan. But it can be done.

G.L.A.M Marketing Basics is a specialised workshop designed to help people from cultural institutions to understand and implement the strategy behind finding and attracting visitors, building relationships with stakeholders, and finding the best promotional tactics. The workshop has been created with a realistic understanding of the challenges that come with having a volunteer team, a shortage of time, and resources that are already stretched. The workshop addresses those considerations in a friendly and down-to-earth way, with a focus on practical activities and real-world actions, and the chance for brainstorming and networking.

Participants will learn the following, with a focus on small volunteer-led organisations:

- A breakdown of a six-part strategic approach for marketing galleries, libraries and museums.
- Communicating the unique elements of your cultural institution – what are you offering?
- Understanding your visitors, your competitors, and other relationships to build.
- How to better understand and manage word-of-mouth marketing and social media.
- Choosing the right promotional tactics ... and much more!

Resources and templates will also be provided to create a marketing action plan, and make the most of the tactics discussed for a successful real-world and online marketing campaign.

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

- A practical Workbook to assist with the interactive elements of the workshop.
- Lifetime access to a Dropbox folder jam-packed with additional resources and helpful links.
- 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.

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 in-house 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.

You can find out more about our facilitators and our organisation by visiting our website!

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 hello@creativeplusbusiness.com for more information.

CLIENT EXPERIENCES

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 ATRS. The students messaged me during the workshops to tell me how much they were enjoying Monica's class and asked for more of this sort of material. One student wrote afterwards that Monica 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, ATRS



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. 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 | Economic Development & Tourism, Nillumbik Shire Council



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



PROGRAM DESIGNER - MONICA DAVIDSON



Monica Davidson is an award-winning expert on the creative industries, who has infamously never had a 'proper job'.

Monica began her creative life as a freelance journalist, performer and filmmaker before starting a production company in the early 1990s. Her experience highlighted how unprepared creative people can be for a life of entrepreneurship. As she learned the basics, Monica started offering informal advice and running workshops to help other creatives with their freelance work. As her expertise grew she continued to work with creative practitioners, and more than 25 years later Monica is a renowned and award-winning expert in the fields of freelancing, creative industries and arts entrepreneurship. Through her social enterprise Creative Plus Business Group, Monica helps creatives at all stages of their careers to improve their business skills.

Monica runs workshops and masterclasses, delivers keynotes and webinars, and regularly provides her expertise to panel discussions and the media. She is a guest lecturer on creative entrepreneurialism at various prestigious institutions including AFTRS and NIDA. Her educational focus is on increasing self-efficacy for creative practitioners, and through Creative Plus Business she and the team have created arts business training, professional development and mentoring programs for a wide range of creative clients. The Creative Plus Business programs focus on goal setting, business and strategic planning, financial literacy, marketing – and having fun.

Monica wrote the Australian version of *Freelancing for Dummies* in 2008, and was appointed as Australia's first Creative Industries Business Advisor by the NSW Small Business Commissioner in 2013. The following year she completed her Masters in Screen Arts and Business at AFTRS. In 2014 Monica was named as one of the Westpac/Australian Financial Review 100 Women of Influence for her work in the creative industries, and in 2019 Monica was awarded the inaugural Creative Trailblazer Award at the QUT Creative Enterprise Australia awards, recognition for "an individual who creates enterprises and opportunities and who advocates, mentors, educates and advises within Australia's creative economy." In 2020 Monica was a recipient of the prestigious AMP Tomorrow Fund award to help develop more programs to assist creative start-ups.

Monica continues to juggle her creative practice with her business. She is passionate about movies (making them and watching them), and her feature documentary film *Handbag* was released on LGBTQ+ streaming service OUTtv and Amazon Prime in North America and the UK in 2021, and on SBS Viceland in 2023. She also enjoys hanging out with her boisterous family of creative practitioners, playing with her labrador Coco, and champagne (the good stuff).



ABOUT US

ABN: 576 100 109 30

Est: January 1st 2016

Permanent Employees: 5

Consultants: 25 nationwide



At Creative Plus Business, we're dedicated to supporting creative practitioners as they become more professionally self-sufficient and sustainable. We help them, because we *are* them.

Our team occupy a rare and special space by being both practicing creative practitioners and qualified business professionals. We've found our confidence, and now we want to empower others to skill up and feel the same way.

Our educational programs focus on small business skills, legal requirements, financial literacy, marketing strategy and wellbeing management. The support we provide builds commercial capacity and increases professional success for anyone working within the creative industries, at any stage of their professional development.

We're also a social enterprise, which means we partner with organisations to provide equitable access to business support, resources, regular webinars, mentoring and so much more.

OUR VISION + PURPOSE

To contribute to the growth and success of every business in the creative industries, no matter what size, no matter what sector.

From the emerging artist and recent graduate to the established freelancer and the industry leader, everything we do is designed to help creatives feel more capable and comfortable about the entrepreneurial aspects of their creative practice.

We believe that a practical approach, a hefty dose of empathy, a solid foundation of educational pedagogy, and a bit of fun, is the perfect recipe to help creative professionals understand the basics and benefits of business.

BE CREATIVE. MAKE MONEY. LOVE YOUR WORK.

THE BORING BITS (FAQS)

How much does it cost?

Our standard 2-hour workshops are priced at \$2500.00 + GST.

If you require a bespoke or tailored workshop, our preparation fee is \$150 per hour +GST. 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 COACH advisory session is priced at \$270 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 (online + in-person) are possible but are the full responsibility of the client to manage production for.

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](#).

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!