


A series of 4 **free** workshops in 5 locations specially designed for the Visual Arts by Turning Point. September & October 2011. www.tpbbb.co.uk



‘The visual arts are a vibrant, creative and exciting sector that has grown substantially in recent years.

‘The challenge for the sector is to focus its energy and creativity into **building better businesses** as well as delivering great art for everyone.’

Business Models in the Visual Arts, Susan Royce (Turning Point/Arts Council England, 2011)

A free training programme specially designed for the visual arts to build better businesses

In 2011 the Turning Point Network and Arts Council England published 'Business Models in the Visual Arts'. The report found business models within the sector 'relatively weak and particularly vulnerable' and made a number of urgent recommendations to improve business skills.

Following the report, Audiences UK and the Arts Marketing Association led a training needs analysis of over fifty visual arts professionals involved in Turning Point regional networks focusing on the use of data to inform business decisions. After detailed analysis of the findings, we have designed a national programme of workshops that cover all the areas that you have said are most important and where you need to know more to build better businesses.

We have assembled some of the finest and most experienced workshop leaders in the country to develop bespoke sessions just for visual arts participants. All of the workshops will be fascinating, engaging, packed with insight and specifically relevant to you and your needs.

Thanks to the hospitality of some of the nation's leading galleries, workshops will take place in visual arts venues and you will have a chance to enjoy an exhibition as well the training.

This a national programme with all workshops open to visual arts professionals from throughout England and Wales, no matter where you live.

Thanks to funding from Arts Council England, all workshops are absolutely free to attend. Book early and build a better business.

i. Using data for advocacy & to inform organisational growth & future direction

Who is it for?

Chief Executives and senior strategic managers of visual arts organisations.

What is it?

An intensive day looking at UK and international examples of best practice in using data to make your case and make your gallery run better. The workshop will be led by two experienced Chief Executives, **Ivan Wadeson** and **Vanessa Rawlings-Jackson**, who between them have over 50 years experience in the arts.

What will I get out of it?

The skills to make more informed decisions about your future direction and the knowledge of where to find data and how to use it to best make your case.

How much does it cost?

It's absolutely free unless you book and don't attend (when you'll be charged £50). Priority booking for Turning Point Members until Friday 22nd July.

When and where is it?

Monday 19 September 11am – 4pm at Spike Island, Bristol

Monday 10 October 11am – 4pm at The Bluecoat, Liverpool

How do I book?

Visit www.tpbbb.co.uk



'The development of business skills should be a priority for organisations and funders'

— Business Models in the Visual Arts

ii. Using data to enhance your audience development

Who is it for?

People responsible for marketing looking to increase their skills and develop specific markets including collectors and students.

What is it?

A highly interactive, practical session specifically designed for visual arts organisations with **Leo Sharrock**, a nationally acknowledged expert in using data to grow audiences.

What will I get out of it?

Increased skills and confidence. Practical tips you can start using straight away. The knowledge of how to use new tools and when best to use them.

How much does it cost?

It's absolutely free unless you book and don't attend (when you'll be charged £50). Priority booking for Turning Point Members until Friday 22nd July.

When and where is it?

Wednesday 28 September 11am – 4pm at The Lightbox, Woking.

How do I book?

Visit www.tpbbb.co.uk



'Organisations need to get much closer to their audiences'

— Business Models in the Visual Arts

iii. Using data to improve your fundraising strategy

Who is it for?

Marketers and Fundraisers in visual arts organisations who is responsible for marketing or individual artists would like to increase their skills and knowledge.

What is it?

Specially designed for those with small to invisible budgets, this is a hands-on workshop with **Sarah Gee**, who give you practical examples of how you save money and increase income by using data to inform your activities.

What will I get out of it?

Increased skills and confidence. Practical tips you can start using straight away. The knowledge of how to use new tools and when best to use them.

How much does it cost?

It's absolutely free unless you book and don't attend (when you'll be charged £50). Priority booking for Turning Point Members until Friday 22nd July.

When and where is it?

Monday 26 September 11am – 4pm at Quad, Derby.

How do I book?

Visit www.tpbbb.co.uk



'Visitors remain a relatively unexploited source of further income'

— Business Models in the Visual Arts

iv. Data for marketing campaigns in small organisations

Who is it for?

Anyone in a small visual arts organisation who is responsible for marketing or individual artists would like to increase their skills and knowledge.

What is it?

Specially designed for those with small to invisible budgets, this is a hands-on workshop with **Caroline Griffin**, who give you practical examples of how you save money and increase income by using data to inform your activities.

What will I get out of it?

Increased skills and confidence. Practical tips you can start using straight away. The knowledge of how to use new tools and when best to use them.

How much does it cost?

It's absolutely free unless you book and don't attend (when you'll be charged £50). Priority booking for Turning Point Members until Friday 22nd July.

When and where is it?

Monday 17 October 11am – 4pm at Kettle's Yard, Cambridge.

How do I book?

Visit www.tpbbb.co.uk



'Most organisations face the challenge of being very small with very limited resources.'

— Business Models in the Visual Arts