

# THE ART INSIDER @ GREAT WESTERN STUDIOS SEMINAR PROGRAMME 2013

**TITLE:** HOW TO GET AHEAD IN THE ART WORLD

**DATES:** 5 Feb – 3 September 2013

**VENUE:** Great Western Studios, 65 Alfred Raod, London W2 5EU  
Location: Gallery & Project Space. Seminar: Every first Tuesday of the month

**Introductory offer £20, students also get a 30% discount making it £14!**

## SETTING UP AND LAUNCHING AN EXHIBITION

**Tuesday February 5<sup>th</sup> 6.30 – 8.30pm**

This workshop will explain the practicalities of exhibiting from concept and research through to agreements, design and installation. The session will also cover insurance, public liability and health and safety requirements.

## FUNDING AND SPONSORSHIP

**Tuesday March 5<sup>th</sup> 6.30 – 8.30pm**

This workshop is an introduction to funding and sponsorship. We will look at opportunities, the application process, how to secure and how to successfully manage.

Areas Covered:

- Identifying funding organisations
- Creating sponsorship opportunities
- Structuring successful bids
- How to manage relationships
- How to successfully manage and complete the process

## HOW TO SELL YOURSELF

**Tuesday April 2<sup>nd</sup> 6.30 – 8.30pm**

This workshop explains the importance of recognising your full potential, creating the right first impression, knowing your market, networking and long-term relationship building. It will offer advice on pitching, making presentations and on how to go the 'extra mile' in order to close that all-important deal.

Areas Covered:

- The Importance of Selling
- Unique Selling Points / knowing your own potential
- Sales guidance/rules
- Presentations
- Follow-through
- Strategic planning / being a self-marketer

<p><b>UNDERSTANDING COPYRIGHT</b></p> <p><b>Tuesday 7<sup>th</sup> May 6.30 – 8.30pm</b></p> <p>Understanding the basics of copyright is essential for all professional artists. Copyright provides protection for anyone creating work, enabling controlled and credited reproduction. The law sets parameters for copyright ownership, longevity of protection and advises upon how to buy, sell and licence the copyright. This seminar will explain copyright protection, including how to use it and how to earn from it.</p>	
<p><b>HOW THE GALLERY SYSTEM WORKS</b></p> <p><b>Tuesday 4<sup>th</sup> June 6.30 – 8.30pm</b></p> <p>This workshop introduces the commercial gallery system and how it operates. It will help identify what a commercial gallery/dealership is looking for and assist in presenting work as a commercially viable proposition.</p> <p>Areas covered:</p> <ul style="list-style-type: none"> <li>• Identifying the most appropriate gallery for you</li> <li>• How to approach the gallerist and what to present to them</li> <li>• What makes a gallery/dealer cherry pick certain artists and groom them for success?</li> <li>• Identifying a formula and applying it, without compromising your idea or the final artwork.</li> <li>• How to get beyond the group show and progress to the solo exhibition</li> <li>• What a gallery/dealer will offer the artist, how a career is developed and how a sales structure is implemented.</li> <li>• The artist, the gallery, art fairs and other opportunities</li> <li>• Who controls the market and how it is done</li> </ul>	
<p><b>BUSINESS SKILLS FOR ARTISTS</b></p> <p><b>Tuesday July 2<sup>nd</sup> 6.30pm – 8.30pm</b></p> <p>This seminar has been developed to provide the skills necessary to navigate more effectively in the commercial art world.</p> <p>Areas covered:</p> <ul style="list-style-type: none"> <li>• How to build a portfolio for presentation to a gallery/dealer</li> <li>• Marketing your work successfully</li> <li>• How to get the press on your side and get ahead of the competition</li> <li>• Communicating to a wider audience</li> <li>• Financial growth potential and realistic time frame.</li> <li>• The artist, the market and profile building.</li> </ul>	
<p><b>CREATING ACTIVITY AND INCOME STREAMS</b></p> <p><b>Tuesday August 6<sup>th</sup> 6.30 – 8.30pm</b></p> <p>This session provides a better understanding of the marketplace, of appropriate representation and looks at generating interest in order to make a living from the commercial art world.</p> <p>Areas Covered:</p>	

- The ability to talk about your work
- The ability to engage in professional relationships within the arts
- A basic understanding of how the art industry works – know what you are operating within.
- The range of opportunities available to artists
- Where to look for sources of information
- Identifying your aims and objectives
- How to create a workable and realistic schedule of activity
- How to create income streams and activities to spread over a workable time frame
- How to plan strategically for financial gain

## **MARKETING AND PR STRATEGIES**

**Tuesday September 3<sup>rd</sup> 6.30 – 8.30pm**

Effective PR creates good publicity for artists and can attract galleries, buyers and favourable reviews. This seminar looks at implementing marketing and PR strategies to best promote work.

- How to produce an artists statement, biography and CV
- How to write a press release
- How to find press contacts and how to approach the press
- How to document your work in different formats and the best way to send out to interested parties.
- How to build, manage and launch a successful campaign

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### **FOR FURTHER INFORMATION CONTACT US:**

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