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Please find details below of new information, advice & upcoming events.

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We offer a free business information, advice, development and support service for individuals and businesses operating in Scotland's creative and cultural industries.

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## News

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### One-to-One Coaching Heads North

We would like to thank all those who applied for the last round of coaching, successful applicants will be notified by Friday 29 May. Details of our Aberdeen and Aberdeenshire recruitment drive can be found under the Advice Section.

### Drop-In Service

During May we are again offering a drop-in service at the [Glasgow Buchanan Street](#) Business Gateway office. [Lowri Potts](#), our Glasgow and West Central Adviser will be resident on Wednesday 27 May between 10:00-13:00 to meet with you and answer questions. Watch this space next month for details of drop-ins at Business Gateway, Dundee.

### Pass It On

Many thanks to those of you who responded to last month's Pass It On request. Suzanne Martin's tip about putting the power of hindsight into practice can be found under the Information section below.

This month we would like to invite you to send your response to the following question:

***What shape does your business take? E.g. organisational structure... what suits you, what are the pros and cons and are there any lessons you have learned?***

Please send your insights to [reception@culturalenterpriseoffice.co.uk](mailto:reception@culturalenterpriseoffice.co.uk) with **Pass It On** in the subject field, not forgetting to include your contact details. The insight printed in our June eBulletin will receive a £10 Amazon voucher. We look forward to hearing from you!

## Information

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View our wide selection of constantly updated resources including [Business Maps](#) for each sector, Coaching Tips, Factsheets, FAQ's, Stories and more. [Search All](#) enables you to pull out the information you are looking for quickly and easily specific to art form or business activity.

### New Articles

BERR – [Building Britain's Future: New Industry New Jobs April 2009](#)

Business Gateway – [Guide to the Chancellor Budget April 2009](#)

After the Crunch – [Collaborative Creative Response to the Recession](#)

Creative Choices – [Surviving the Recession Article](#)

Interface – [Match Maker for Business & Academia Knowledge & Expertise](#)

## New Factsheets

If you are at the stage of wanting or needing a website, these factsheets will help you choose the right path. If you already have a website, take a look to see if there are any ways you could improve on what you already have:

[Planning Your Web Presence Factsheet](#) offers different ways to present yourself online

[Web Developer or DIY Factsheet](#) lists the pros and cons for working with developers or building a website yourself.

[Website Requirements Workbook](#) is a useful tool to complete, whether building yourself or preparing to talk to a developer.

Once you have got your profile online, why not consider attending [Market Day](#) to help you discover creative ways to attract people to your online presence. Details on other dates can be found on the [Events](#) page.

## Pass It On

This month designer Suzanne Martin ([www.pluralcreative.com](http://www.pluralcreative.com)) passes on her advice on the power of hindsight in business. Having worked across many design disciplines over the past 8 years, Suzanne discovered she had a lot of experience to bring to her new interior textile brand.

*1. Take advantage of any opportunity that presents itself because though it may not be right, or what you think you need/want, it could lead to something that is exactly what you were after.*

Last month I sent in my resume for a project I wasn't right for and didn't have the experience to carry out, but I was the only one they called in – because I stood out. They decided not to employ anyone for the project, however, they owned another company, that needed a fresh design approach; it was only when they saw my work that they realised this. I got the job with the other company!

*2. Don't be afraid to ask for help or to tell people about what you're trying to achieve because that's often the best way to find assistance.*

Some of you probably know this, but it was something that my recently redundant friends and I didn't know last month, but is going to make a huge difference to us over the next months. If you're starting a new business or are in the early stages of working for yourself, money is probably very tight and that can add a lot of extra pressure to any situation. You're entitled to 'Working Tax Credits' to supplement lower incomes (and by low, it doesn't mean rock bottom). So next month I'll be taking a week off for the first time in months!

*3. If you have a task that seems difficult or beyond your reach, it's often more about interpreting what you need to do in a format you understand.*

Finances and operational structures are something I sometimes really struggle with. When I sat down and drew the finance plans/operational ideas as diagrams with icons, graphics and pretty lines it all made much more sense. I'd dismissed it as being something I couldn't do, but I could, if I put it into a visual, graphic design which I was familiar with. So next month I'll be drawing diagrams for a business presentation instead of handing out lists of numbers and written outlines, which will actually make it much clearer for the client to see.

Individuals and businesses can book a general advice session with one of our advisers to focus on particular business needs. During a session, you will be encouraged to draw up an action plan that is supported by follow up information from our team. To arrange a session give us a call on 0844 544 9990.

### **Finance Advice Sessions**

**Wednesday's 20 May, 15 July and 19 August, 50 Bell Street, Glasgow (or by phone)**

Need some financial advice? Why not book a specialist advice session with Campbell Dallas, sponsor of our Specialist Financial Advice. Here are some examples of how they can help you & your business:

**Business planning** – how do I make money with my talent?

**Raising finance**

**Dealing with banks and tax** – Income Tax / Corporation Tax / VAT / PAYE

**Employing people and dealing with customers and suppliers**

**Keeping records and monitoring performance of your business**

Contact us on 0844 544 9990 or email [info@culturalenterpriseoffice.co.uk](mailto:info@culturalenterpriseoffice.co.uk) to book your session.

### **Tax Doesn't Have to be Taxing**

**Thursday 28 May, 13:00-16:00, 50 Bell Street, Glasgow**

**Wednesday 1 July, 13:00-16:00, 50 Bell Street, Glasgow**

We're hosting HMRC advice sessions for a trial period which began in April and will continue until July (no sessions in June). An HMRC Adviser can answer general enquiries to help you understand your tax responsibilities relevant to the following topics:

Starting up as a sole trader

Tax and NI queries

What can be claimed as expenses

Record keeping

Key dates for tax returns and payments

Six half-hour sessions are available monthly. To find out more and book a session, call us on 0844 544 9990 or email [events@culturalenterpriseoffice.co.uk](mailto:events@culturalenterpriseoffice.co.uk).

### **CEO Professional Development Planning (PDP)**

Professional Development Planning helps you take responsibility for your own growth. The process can help clarify your thinking if you find yourself at a crossroads in your practice or are considering an application for professional development funding. Sometimes you simply need to make a space in your schedule to reflect on how you are spending your time and your energy.

CEO offers a variety of support methods to help you develop your practice but now that we have been offering one to one PDP sessions for nine months, we thought we'd share some of your feedback.

*"I believe it has prioritised the direction I want to be heading in, and given me the means by which to begin this journey....it made me take stock of my current position and was helpful to have someone explaining how important it was to take the bigger goals and break them down into more manageable tasks."*

If you would like to book a one-to-one PDP session, please contact [info@culturalenterpriseoffice.co.uk](mailto:info@culturalenterpriseoffice.co.uk) or call 0844 544 9990. If you are interested in the [Do It Yourself PDP](#) template, please view online.

## Explore Your Professional Journey

We are offering ten Midlothian clients the chance to book a free 2-hour [Professional Development Planning](#) (PDP) session with [Lowri Potts](#), our Glasgow and West Central Adviser. If you are at a crossroads on your professional journey or just want time to reflect about your creative and professional development, then one of these sessions is just what you need!

This tailored service has been made possible through funding from Midlothian Council's Arts & Creativity Team and is made available to clients with a Midlothian postcode. Find out more by calling us on 0844 544 9990 or emailing [info@culturalenterpriseoffice.co.uk](mailto:info@culturalenterpriseoffice.co.uk).

## One-to-One Coaching, Recruiting in Aberdeen and Aberdeenshire

Clients living in Aberdeen and Aberdeenshire are being offered the opportunity to apply for our One-to-One Coaching programme with Lynne O'Neil, our Lead Adviser and Business Coach.

To apply you must be either established in your practice/business or ready to enter your sector/market. Click here for further details of [how to apply](#) and to download our Coaching Questionnaire. The deadline for submitting entries is **Monday 8 June 2009**. Applicants will be notified of selection by Friday 3 July.

*"I started the coaching with little idea of my goals or how to work out what they might be. I feel I now know myself better and have the tools to think more carefully about what I want and value."*

## Adviser Top Tip

This month Mark Bremner, our Aberdeen Adviser offers us his top tip about pitching for opportunities:

- 1. Know Your Audience.** Pitching is a conversation so it is important you engage with your audience on a personal level and make them feel comfortable around you. You can research your potential investor on the internet and find out what areas they want to develop, what their code of integrity is and what motivates them. Once you have done your research you can tailor your pitch to meet their needs.
- 2. Content is King.** Your pitch is essentially a business plan so make sure it is a strong one. Make sure you have all the right facts and figures and keep it to the point, try to avoid any 'waffle', using language you're not comfortable with or reliance on PowerPoint and other visual aids. Your content should stand up for its self.
- 3. Get Them Excited.** There must be something unique about your idea that will make investors feel they just cannot let the opportunity go. You have to sell this point and do it with conviction and passion.
- 4. Practice and Perception.** Practice your pitch until it rolls off the tongue and then try it in front of somebody whose judgment you trust. Shut your eyes and imagine doing the pitch, imagine how you feel doing it and then put yourself in the investor's position, how do you come across? What questions would they ask? By the time the pitch comes around you should feel like you have done it all before.

## Events

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The next seven weeks of events coming to a city near you are listed below. Full booking details are available on the [Events](#) page of our website and although the majority of our events are free, we do ask for a returnable deposit to secure your place.

### Planning Your Time & Project

Thursday 21 May 2009, 10:30-16:30, City Halls, [Glasgow](#)

Friday 12 June 2009, 10:30-16:30, Scottish Book Trust, [Edinburgh](#)

Thursday 2 July 2009, 11:00-17:00, The Foyer, [Aberdeen](#)

Are you struggling to fit everything in and always working up to the deadline? Do you never have enough time to devote to you and the things you want to do? This one day workshop will help you explore your use of time and provide tools to assist you to set a goal, plan a project and identify the resources you need to make it happen. There will also be the opportunity to share your plans and ideas and look at different formats of presentation. [More...](#)

## Starting Out

Saturday 23 May 2009, 13:00-16:45, City Halls, [Glasgow](#)

Tuesday 23 June 2009, 13:00-16:45, Scottish Book Trust, [Edinburgh](#)

Friday 26 June 2009, 13:00-16:45, The Foyer, [Aberdeen](#)

Wednesday 1 July 2009, 13:00-16:45, City Halls, [Glasgow](#)

Still trying to get to grips with becoming self-employed or starting a company? Or wanting to check you're doing everything you should be? Our Starting Out workshop for creative professionals offers an ideal opportunity to share the experiences and realities of operating, financing and making a living from your creative practice or business. [More...](#)

## Market Day

Thursday 28 May 2009, 9:30-16:30, Scottish Book Trust, [Edinburgh](#)

Friday 19 June 2009, 10:00-17:00, City Halls, [Glasgow](#)

Market Day is a one day workshop to train creative businesses in a DIY approach to marketing their products and services. Using practical, visual exercises, workshop participants will: identify the key aspects of their business to promote, explore the types of client and customers groups they want to do business with; and find the most appropriate promotional methods to communicate their message.

[More...](#)

## The Next Step: Keeping Your Creative Business on Track

Tuesday 2 June 2009, 13:00-16:45, City Halls, [Glasgow](#)

Wednesday 3 June 2009, 13:00-16:45, DCA, [Dundee](#)

Do you need reassurance that you are on the right track or support in choosing which path to follow next? Are you struggling to balance the things you want to do with the things that make financial sense? Are you trying to weigh up which aspects of your business to develop and those to abandon? This workshop provides an opportunity to take stock of your achievements to date and explore the options that lie ahead. [More...](#)

## Starting Out for Duncan of Jordanstone College of Art and Design (DJCAD) Graduates

Thursday 25 June 2009, 13:00-16:45, University of Dundee, Dundee

In partnership with DJCAD we are running an event specifically for recent and previous graduates. Still trying to get to grips with becoming self-employed or starting a company? Or wanting to check you're doing everything you should be? Our Starting Out workshop for creative professionals offers an ideal opportunity to share the experiences and realities of operating, financing and making a living from your creative practice or business. [More...](#)

## Making Applications & Proposals

Friday 26 June 2009, 13:30-16:00, City Halls, [Glasgow](#)

Thursday 2 July 2009, 18:30-20:30, The Foyer, [Aberdeen](#)

Saturday 4 July 2009, 10:30-13:00, Scottish Book Trust, [Edinburgh](#)

A practical workshop for individuals, working in any art form, on making applications and proposals for funding, commissions and residencies. This workshop covers planning and structuring your approach, the key information you need for your application, discussion on what funders and commissioners are looking for and the materials required to support your proposal. Aimed at individuals making applications and proposals for their own creative practise rather than group or organisational applications. [More...](#)

## Creating Contacts

Wednesday 1 July 2009, 10:30-16:30, Scottish Book Trust, Edinburgh

Do you want to get organised, capitalise on your current contacts, grow your address book and maximise future networking opportunities? Managing and growing your address book is a vital part of building relationships with clients, audiences, supporters and partners. Anyone working in the cultural and creative industries wanting to make the most of their address book and expand their network should attend this event. [More...](#)

## Best Wishes

### Cultural Enterprise Office Team

50 Bell Street, Merchant City, Glasgow G1 1LQ T: 0844 544 9990

E: [info@culturalenterpriseoffice.co.uk](mailto:info@culturalenterpriseoffice.co.uk) W: [www.culturalenterpriseoffice.co.uk](http://www.culturalenterpriseoffice.co.uk)

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