

ual:

# Creative Enterprise Week 13-17 November 2017

Partner Pack



# Creative Enterprise Week

Creative Enterprise Week is University of the Arts London's annual event to encourage enterprise and entrepreneurial activity amongst our students and alumni, through inspiring and informative talks and events, that develop skills and build networks.

- 13-17 November 2017, across the six University of the Arts London colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.
- Sees the launch of a new Enterprise programme and brand new retail and learning space: [Not Just a Shop](#)
- Annual event running since 2006, unique to the Creative Industries
- Talks, workshops, panel discussions, networking events, 1-to-1s

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

# The audience

- Open to UAL students and graduates from: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.
- Europe's largest creative university 19,000+ students from 100+ countries
- The next generation of creative start-ups and freelancers
- 1000+ places attended each year



# The aims

- **Inspire** - participants to launch creative enterprising projects and start a business, freelance or work for themselves
- **Prepare** - participants in practical and professional skills, best practice and latest trends
- **Create** - opportunities to develop their business and make money from their creativity
- **Connect** - industry and services to future start-ups



# Why get involved?

- Support the future generation of start-ups, freelancers and sole-traders
- Share your expertise and knowledge with UAL students and graduates
- Increase visibility of your company / service / offer
- Link with your own events programme, but broaden your audience
- Connect and build relationships with UAL
- Opportunity to bring in existing partners / clients
- Take advantage of the Creative Enterprise Week marketing campaign

# Run a talk or event at UAL

- Submit your event, talk or activity proposal(s) via our online [form](#) by 15 September
- Formats: talks / panel discussions / workshops / one-to-ones
- Events selected by a panel and confirmed by early October

## We will:

- Provide a space for your event at one of our six colleges
- Take and manage the bookings for the event
- Facilitate the event and provide support on the day
- Promote the event to all UAL student and graduate audiences
- List and credit you as a partner

**Proposal deadline: 15 September 2017**

# Event topics

**We welcome proposals on the following themes:**

## **Promoting yourself**

- Social media / online profiles / portfolios
- Branding / self promotion / marketing / press / networking
- Presentation skills / pitching / USP
- Exhibiting / getting work out there

## **Selling**

- Selling to industry, buyers and collectors / attending trade shows
- Selling online / digital and web business / blogs / apps
- Selling direct to public / pop ups / markets

## **Finances & Funding**

- Crowdfunding / investment
- Costing and pricing / money / negotiation
- Registering a business / taxes / self employment

# Event topics continued...

## Running your Business

- Co-working spaces /
- Freelancing / getting clients / contract work
- Business and project management tools / working hacks
- Work/life balance / managing time

## Business Planning & Model

- Business planning / project management
- Business model / Idea progression
- Business trends / opportunities / growing markets
- Setting up a social enterprise



# Previous partners & sponsors



# Marketing benefits

- Appear in Creative Enterprise Week promotional material (1000 leaflets, 200 posters)
- Your logo on our Creative Enterprise Week partner page
- Featured on the Careers and Employability website (26,000 views per month)
- Featured in the Careers and Employability newsletter (distributed to 30,000+)
- Featured on the Careers and Employability social media accounts (10,000+ followers)
- Featured in University of the Arts mailing list to all staff (20,000)
- Featured in UAL's Alumni newsletter (40,000+)
- Featured on UAL's main website and student/staff portals
- A dedicated email from you to your event sign-ups post event
- Your information in goodie bags

# Contact

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**#CEW17**

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