



**EMPLOYABILITY & ENTERPRISE
SKILLS WEEK**

STARTING YOUR OWN BUSINESS

Outset Bournemouth & Dorset Growth Hub

SYNOPSIS

If you want to start your own business in the Dorset region then this session is for you. As well as giving general business support advice such as access to finance it also looks at the support, networks and incentives available for new businesses in Dorset.

BIOGRAPHY

Outset Bournemouth specialise in supporting start-ups in the local region. Since 2013 their award winning programme has supported over 120 new businesses and helped create 180 jobs.

Dorset Growth Hub support both new and established businesses across Dorset who want to grow including information on finances, employment and skills as well as regional initiatives and support networks. They have helped hundreds of businesses with their free intensive support and helped create hundreds of jobs across the region.

DETAILS

8 May, 9am-12pm
Location: Conference Centre, LHS
Capacity: 40

WEBSITE

outsetbournemouth.co.uk
dorsetgrowthhub.co.uk

THE ART OF PITCHING

Amuzo

SYNOPSIS

Pitching to clients is one of the most nerve racking things you can do in your career. This session shares some of the secrets of crafting a confident and successful pitch.

BIOGRAPHY

Amuzo are award-winning games developers who have worked with some of the world's biggest properties including Star Wars, DC Comics and Harry Potter. Their games have reached the No. 1 spot on the App Store in over 150 countries and have over 2 billion plays worldwide. As Managing Director Mike Hawkyard has been instrumental in driving their success and is well-versed in the art of pitching to clients including the LEGO Group, KPMG and BBC Worldwide.

DETAILS

8 May, 4-5pm
Location: Conference Centre, LHS
Capacity: 80

WEBSITE

amuzo.com

SETTING UP A SOCIAL ENTERPRISE 01

Social Enterprise Link

SYNOPSIS

Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances, or the environment. They make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community. And so, when they profit, society profits. This session is a practical guide to how to establish your own Social Enterprise.

BIOGRAPHY

John Merritt of Social Enterprise Link has 20 years' experience supporting Credit Unions, Co-operatives and Social Enterprises. He was a founding member of the 20% Co-operative and Social Enterprise Campaign and helped establish the first reading of the Cooperative and Social Enterprise Development Bill.

DETAILS

9 May, 10am-1pm
Location: A203
Capacity: 20

WEBSITE

socialenterpriselink.co.uk

HOW TO BE AN ACADEMIC

AUB Staff

SYNOPSIS

For anyone considering an academic career. A panel discussion with AUB staff about their very different routes into academia and combining their practice with teaching and research.

DETAILS

9 May, 10- 11am
Location: F101
Capacity: 30

WEBSITE

aub.ac.uk

COSTING & PRICING

Patricia van den Akker, Director of The Design Trust

SYNOPSIS

This is a tricky subject for many new creatives! In this practical session Patricia will help you step-by-step through the main things you need to know to cost and price your creative products and services confidently. You will learn how to calculate your cost price and hourly rate; she will share the different ways you can price your work; and she will show you how to increase your price if you need to.

BIOGRAPHY

Patricia van den Akker is a well-known creative business adviser, trainer and coach, and the Director of The Design Trust, the online business school for designers and makers. For more than 15 years she has worked with 1,000s of creative businesses, especially in design and craft. She is very involved in the New Designers exhibition and is one of the judges of the One Year On Prize. She speaks and writes regularly about creative business development, and has a regular business column in Crafts Magazine, published by the Crafts Council, called The Design Doctor. Patricia is known for her practical, real-life and inspirational style of teaching.

DETAILS

9 May, 12–2.30pm
Location: A025
Capacity: 118

WEBSITE

thedesigntrust.co.uk

ONLINE SELLING

Patricia van den Akker, Director of The Design Trust

SYNOPSIS

Did you know that there are 9 different ways to sell your work online? In this session Patricia will give you the overview and the pro and cons of each, and she will show you various techniques on how to get your business selling online successfully.

BIOGRAPHY

Patricia van den Akker is a well-known creative business adviser, trainer and coach, and the Director of The Design Trust, the online business school for designers and makers. For more than 15 years she has worked with 1,000s of creative businesses, especially in design and craft. She is very involved in the New Designers exhibition and is one of the judges of the One Year On Prize. She speaks and writes regularly about creative business development, and has a regular business column in Crafts Magazine, published by the Crafts Council, called The Design Doctor. Patricia is known for her practical, real-life and inspirational style of teaching.

DETAILS

9 May, 3–5pm
Location: A025
Capacity: 118

WEBSITE

thedesigntrust.co.uk

AN INTRODUCTION TO SELF-EMPLOYMENT

The Association of Independent Professionals

SYNOPSIS

Working for someone else isn't everyone's cup of tea, meaning more and more people are turning to being their own boss. In this interactive morning workshop we will explore what it means to work for yourself and how to get yourself going. We'll discuss the practical processes of setting up and running your freelance business, including registering your business, how to find work, knowing what to charge and basic business finances. The workshop will help you to identify your personal motivations, overcome any challenges and give you the confidence to kickstart your freelance career.

So whether you're thinking about freelancing or have just started out you'll get the advice you need to succeed as a freelancer.

BIOGRAPHY

The Association of Independent Professionals and the Self Employed, is the representative body for the UK's self-employed community, including freelancers, contractors, consultants and independent professionals.

DETAILS

10 May, 09.30am-1pm
Location: A025
Capacity: 160

WEBSITE

ipse.co.uk

THINGS I HAVE LEARNT

AUB Alumni

SYNOPSIS

Three AUB alumni who have been out setting up their own business return to share their experiences and the pleasures and pitfalls of working for yourself.

BIOGRAPHY

Kate McStraw is a freelance 'creative collaborator' producing shows and designing sets and costumes for Inside Out Dorset, Pop-Up Opera and the Royal Shakespeare Company.

Dan Armstrong created Velo Domestique, Bournemouth's first cycle-cafe combining cycle repair and custom bike design with great coffee and food.

David Blanche runs Small Fry Animation a boutique studio that delivers bespoke work for a variety of clients while developing their own original IP.

DETAILS

10 May, 4-5pm
Location: UH001
Capacity: 190

WEBSITE

aub.ac.uk
velodomestique.co.uk
smallfryanimation.co.uk

UNDERSTANDING INTELLECTUAL PROPERTY

Anti-Copying in Design (ACID)

SYNOPSIS

As new creatives it's vital that you understand how to protect your work. This session demystifies the law around IP concentrating on what you need to know to create a proactive IP strategy for your practice.

BIOGRAPHY

Dids Macdonald has over 25 years' experience in industry as a successful designer-maker. In 1996 she established Anti Copying In Design (ACID); run by designers for designers ACID supports independent creators in understanding and defending their rights. ACID also campaign to raise awareness of Intellectual Property abuse at a national level and their efforts have resulted in changes to legislation making IP infringement of registered designs a criminal offence.

DETAILS

10 May, 2-4pm
Location: UH001
Capacity: 190

WEBSITE

acid.uk.com

SETTING UP A SOCIAL ENTERPRISE 02

Social Enterprise Link

SYNOPSIS

Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances, or the environment. They make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community. And so, when they profit, society profits. This session is a practical guide to how to establish your own Social Enterprise.

This is a repeat session of Tuesday

BIOGRAPHY

John Merritt of Social Enterprise Link has 20 years' experience supporting Credit Unions, Co-operatives and Social Enterprises. He was a founding member of the 20% Cooperative and Social Enterprise Campaign and helped establish the first reading of the Co-operative and Social Enterprise Development Bill.

DETAILS

11 May, 10am-1pm
Location: A105
Capacity: 20

WEBSITE

socialenterpriselink.co.uk

VIRGIN START UP

Virgin Start Up team

SYNOPSIS

In this interactive workshop you will learn the skills to turn your idea into a reality. Gain access to the resources needed to succeed. Meet the people to support your journey.

BIOGRAPHY

Mitchell Stuart, Managing Director of Inferno Media, is a dedicated, highly motivated, successful entrepreneur. Mitchell possesses the invaluable experience and expertise to ensure he and Inferno Media remain at the forefront of today's digital industry.

William Ferreira, has extensive experience in the creative industry from working as a film producer to freelancing as a creative consultant for some of the UK's most influential fashion and lifestyle brands. Helping them develop their creative content, target market engagement and brand identity. William decided to develop his creative knowledge and launch UNBXD, an integrated creative agency that focuses on social media marketing, content creation and digital media.

DETAILS

11 May, 10am-1pm
Location: A025
Capacity: 120

WEBSITE

virginstartup.org

BUSINESS START-UP STRATEGY ADVICE

Business Strategist Sam Howell and his team

SYNOPSIS

Not sure about raising finance for a business idea? Uncertain about how to start marketing your business and finding the right USP? Want to take your idea to the next level?

Sam Howell and his colleagues have already been undertaking some well-received work with some of our prospective AUB next generation entrepreneurs and they will be resident for the afternoon to offer invaluable advice and guidance for those who have a start up idea and really want advice to kick start their business and take it to the next level.

BIOGRAPHY

Sam Howell Business Consultancy is a Dorset based Business Strategy Consultancy that supports companies with their growth, planning and development.

DETAILS

11 May, 1- 5pm
Location: A105
Capacity: Drop-in*
**sign-up required*

WEBSITE

sam-howell.co.uk

STARTING YOUR BUSINESS 02

Steve Aldridge – Business Specialist HSBC

SYNOPSIS

Are you planning to start your own business? Starting your own business requires some serious consideration. There are definitely many pros and cons to consider when starting up your own business. Whether you're prepared to take the required risks to get the potential benefits is up to you – and your attitude towards risk. This engaging and practical session will provide you with some valuable insights into starting a business including the legal structures which you might consider.

DETAILS

11 May, 2–4pm
Location: A025
Capacity: 120

WEBSITE

*[knowledge.hsbc.co.uk/
business-growth](https://knowledge.hsbc.co.uk/business-growth)*

MAINTAINING RESILIENCE AFTER GRADUATION

AUB Senior Employability and Wellbeing Officer

SYNOPSIS

A session aimed at students in their final year. Graduation is an exciting and magical time, celebrating hard work over the course, but how do you maintain your enthusiasm and positivity moving into a life beyond university?

Careers in the creative industries can take time to establish, and it can be easy to lose focus after graduation.

This interactive workshop will explore approaches and techniques which you can use to help you stay focused and positive in your route to career fulfilment beyond the doors of AUB.

DETAILS

12 May, 9.30–11am
Location: K008
Capacity: 20

EMPLOYABILITY INSIGHT & CHALLENGE

FutureRising team

SYNOPSIS

FutureRising will be visiting Arts University Bournemouth for a careers advice & inspiration employability event.

The professionals in attendance on the day will talk about their journey from education to industry and provide top tips for your future career.

The live challenge will give you the opportunity to work with the professionals and get feedback from them.

The team at FutureRising will provide top tips on getting a job in the sector and answer any questions you may have on taking the next step.

DETAILS

12 May, 12-3pm

Location: Conference Centre

Capacity: 70

WEBSITE

futurerising.com