

A PLATFORM FOR YOUR FUTURE

Platform is a series of workshop sessions, hosted by Norwich University of the Arts, for people interested in starting their own creative business or becoming a freelancer.

Do you have an idea for a business or plan to go freelance but aren't sure where to start?

Platform sessions are run by industry professionals who guide you through some of the key areas you need to know about when starting up. We'll cover research, branding, marketing, finance, legal and networking whilst giving you the opportunity to connect and collaborate with other entrepreneurs.

The series runs monthly with a new online workshop that will help you start or build your business. Come to all or just the ones most relevant to you, it's up to you.

Join us online on the second Wednesday of every month at 2pm.

Sign-up at Meetup.com

<https://www.meetup.com/nua-platform-creative-business-sessions/>

For more information, see the schedule overleaf or contact:
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 **NORWICH
UNIVERSITY
OF THE ARTS**

PLATFORM 2021

#1 - 10 March

Making Our First £100

In our first session of the year, we'll be meeting some great creative entrepreneurs and finding out how they made their first £100. Expect good stories, useful tips, and a good dose of inspiration.

#2 - 14 April

Legally Speaking

We will be exploring contracts and intellectual property with our experts. This will be a great opportunity to get your legal questions answered or just to get an understanding of the basics.

#3 - 12 May

The Customer Knows

This month we will be exploring how to research your customer and build a better picture of the people you want to sell to.

#4 - 9 June

Building Your Brand

Your brand underpins almost every part of your business communication. This workshop will help you build a brand for your business or yourself with expert guidance.

#5 - 14 July

Growing Your Network

Networking has never been more important but it has become harder to make valuable contacts. Hear from real businesses who have made it work.

#6 - 11 August

The One Person Business

Freelancers make up the bulk of of UK businesses. In this session, we'll go through every aspect of building a successful freelance practice, from communication to tax returns.

#7 - 8 September

How We Made It Work

We kick off the Autumn with stories from great business telling us how they went from employee to self-employed.

#8 - 13 October

Selling This Christmas

As we get closer to Christmas, this month's theme will be selling your work over the holidays. We'll look at the best platforms, marketing ideas, and products whilst hearing advice from experienced sellers.

#9 - 10 November

Getting The Word Out

Exploring the basics of business marketing, helping you plan your first campaign, and landing your first customer

#10 - 8 December

Money Matters

The all important subject of money. We'll be hearing from experts on how to make sure your finances and taxes are in order.

#11 - 15 December

Let's Get Together

To close out the year we'll be getting together to share our stories and plans for the year ahead.

