

**SUPPORTING
YOUR
CREATIVE
BUSINESS**



Make Networking Work for you

February 19th, 2021

10.30 – 11:30am

Firstly, thank you all for signing up for the last Factory session and thank you to those who were able to join us for the conversation and of course no worries to those who couldn't make it this time – here are some notes and a link to the event to catch you up.

Again a major thank you to Bisila Noha and Rebecca Davies in delivering a fantastic session and for being so open and honest, we hope you enjoyed joining us.

We look forward to seeing you next time for **The poetry of your work– ways to communicate the layers of your artwork** led by Poet, Facilitator and Artist Gabriella Gay and Visual Artist and Writer Becki Kremer and taking place on **March 26th, 10:30am-12pm**. [Click here to book on!](#)

Do you find yourself staring at a blank page, or struggling to get around to opening up that file when asked to provide an artist statement for your work or piece of art?

It is hard sometimes to condense the layers of your art or the story of your career into a paragraph or two. This workshop will get your creative juices flowing by giving you short tasks to consider what is at the core of what you want to share with your audience about your creative practice and work.

The Factory programme is brought to you by funding from the [European Regional Development Fund](#) (ERDF).

It is run through through a partnership between Staffordshire Chamber of Chamber of Commerce, Staffordshire University, Acava Studio and British Ceramics Biennial. Factory is a free programme for creatives in Staffordshire. It supports artists, designers, makers and other creatives to develop their practice and business.

We have compiled some hopefully helpful follow up points to reflect on, to do and the potentially action in your own practice from the last session.

- Link to the recording of the event
https://drive.google.com/file/d/1tMLvDiwbyQCH7N2D1ZwuYb6_O9kaG3O6/view?usp=sharing
- If you want to **get in touch** please feel free to email us: factory@staffordshirechambers.co.uk
- **Factory** webpage: <https://blogs.staffs.ac.uk/c3centre/projects/factory/>
- **Sign up** to our email list to hear about the up and coming events: <http://eepurl.com/drMkVv>
- We would be very grateful if you could **share some feedback** with us based on your experience, please also feel free to share with us how we could better serve you with our online sessions by filling out: <https://www.surveymonkey.co.uk/r/FFWZJT9>

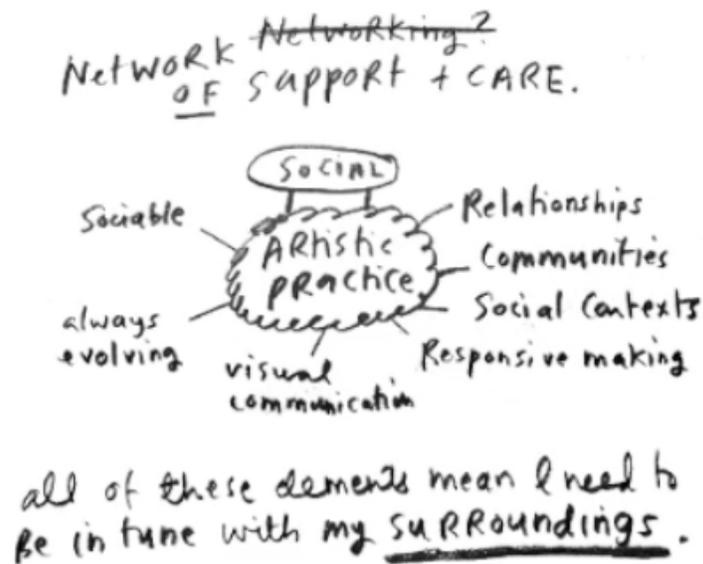


Figure 1 Screenshot belonging to Rebecca Davies' Presentation

1. Networking during the pandemic / online:

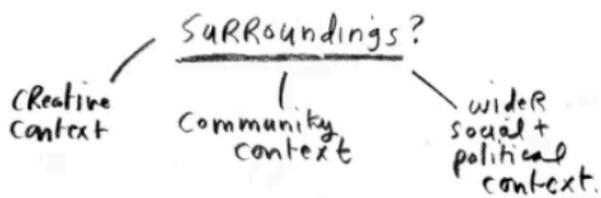
- Follow people who you want to work with.
- Prepare a list of 10 people you want to work or collaborate with it.
- Look very closely at what it is that they offer, what they are looking for in artists and their values and search for where your practice fits in.
- Get in touch with a connection or story from an event you might have attended together, an elevator pitch intro about your work, how you came across them + an introduction the work you think they might be interested in.
- Add links to relevant exhibitions, projects or press

2. Networking at online events:

- Attend to events with people you are interested in connecting with (same as IRL)
- Make good notes of what they say so that you can start an email mentioning 'I was there, I found this very interesting... it resonated with this thing I do...' to catch their attention.
- Email the day after!
- Maybe also ask a question during the event (if you have something relevant to ask) so that people already 'know' you.

Afterwards:

- Don't worry if they don't reply to your email, they might be busy, it might have slipped through the net, feel free to email them again, they generally won't mind if you do.
- Play the long game, don't expect networking or building contacts to pay off in a month, sometimes connections take years to come to something especially when you're doing it in a personal and organic way.



For example: the Portland Inn Project...
 Recognising where my creative skills can be used... i.e. pamphlets + socials
 But also where it is good to call on the creative skills of other creatives.
 - how this is shared in the community network
 - how the wider network can further anchor, bolster this work by sharing their knowledge...



So the places we study, live + work as vital places to grow our networks.

* A network of common interest, common Goals + importantly SUPPORT creates OPPORTUNITY for collaboration, collective working + making + idea shaping.

Figure 2&3 Screenshot belonging to Rebecca Davies' presentation

- Map out your network – Mapping as a way of visualising your network – the impact we have and the connections we keep. Can you work across networks – as creatives it's important to be agile, versatile – the boundary crosser.
- Map out your personal board room – a similar activity as above, a great method to see what kind of voices and different perspective you need in your network. It's not just about being a part of a network with all likeminded people, it's about what kind of people you need around you to move forward successfully, we all need to be challenged.
- Join a community of like-minded artists/makers whose practise relates to yours in some way and be ready to share.
- List your successes – never forget to share your successes, reminding yourself and telling others – let others join you in celebrating your success.
- Identify what your personal and professional goals are – let this help you bring focus to networking.
- Reframe what networking means for you – what if networking meant that we were making long lasting friendships?

Making the network powerful,
Strengthening the network :



Figure 4 Screen shot belonging to Rebecca Davies' presentation

- Champion and celebrate the success of others – post a message supporting other creatives or creative businesses in and amongst your own stories, embrace 'collaboration' instead of 'competition'.
- Always remember what your own personal goals are and who you are, rather than what other people are doing.
- Don't let rejection bring you down. Things are often not meant to happen; see rejection as an opportunity to keep growing and searching.
- Don't be afraid to ask for help, advice or for potential opportunities.