

Creative Enterprise Programme – Information Sheet

Background

British Council will over the next few years be supporting initiatives in Sri Lanka to develop a profile of the creative sector, establish its worth, develop skills and gain recognition for its value. This November 5-7, we are running an enterprise training course for creatives who are at the beginning of their career, and who are turning their creativity into a business. The Creative Enterprise Programme has been developed by NESTA (National Endowment for Science, Technology and the Arts UK), the UK Innovation Foundation, and is delivered in partnership with the British Council.

About the programme

The Creative Enterprise Programme is a three-day practical workshop to help creative entrepreneurs turn their business ideas into reality. Over the three days you'll learn the key aspects of setting up and running a creative business.

The workshop is led by a Creative Enterprise Programme associate (and creative business entrepreneur in their own right) and features local guests and business experts. The associate will provide the support to help creative entrepreneurs explore their business ideas, develop their business proposition, and create a business model that suits their hopes and motivations. It brings Nesta's Creative Enterprise Toolkit to life, and uses a mixture practical exercises and activities that have been designed specifically for a workshop environment.

The programme is specifically for the creative industries, such as advertising, architecture, arts & culture, craft, design, fashion, games, music, publishing, tech, TV and film.

Programme outline

Day 1: You and your idea

Participants dissect their personal values, how these related to the purpose of their business, and visualise the future.

Day 2: Your customers

Participants imagine who their customers are, what their customers values are, how to communicate to potential customers and how to ensure their business meets their customers needs.

Day 3: Your business

Day three brings the efforts from the previous two days together. Participants explore the key components required to build their own business model canvas.

Who is the programme for?

The content of the Creative Enterprise Programme is designed to support entrepreneurs who are already in the process of setting up their own creative enterprise or whose businesses are up-and-running and in the very early stages.

The focus is on the creative industries such as advertising, architecture, arts & culture, craft, design, fashion, games, music, publishing, tech, TV and film.

Participants' profile

All participants of the Creative Enterprise Programme must:

- Have an already established enterprise, or be in the later stages of developing an idea. This is typically a business no more than two years old, but can be a more established business wishing to pause and consider their model through the Creative Enterprise Programme lens
- Be a creative business working in the defined creative industries
- Be willing to share their knowledge and experience with the group in an open, supportive peer lead learning environment
- Come prepared to work on their business, to progress through the programme, considering peer feedback, to strengthen their proposition
- Be open to supporting fellow participants in developing their idea through providing constructive feedback
- Be available for the full duration of the programme - the full three days

About the facilitators

Dee Halligan is a creative strategist and company director, running creative consultancy [From Now On](#) and education start-up [FixEd](#). She has led creative and change projects with a portfolio of cultural and commercial sector clients including the National Trust, Glenfiddich Whisky and the Design Museum. She combines a deep understanding of strategic and design-led innovation with a strong belief in the importance of delivering social and cultural benefit, using her skills to advise values-led enterprises and organisations to shape change projects and build their creative capacity.

How to Apply

Please download and submit the Participant Application Form and Participant Readiness Questionnaire to info.lk@britishcouncil.org by 15 October 2018. You may be called for an interview as part of the selection process.

Essential information

- Open call for applications: September 2018
- Deadline for applications: 15 October 2018
- Successful applicants notified: 19 October 2018
- Rs.500/- registration fee payment for selected local participants: 22 October 2018
- Workshop dates: 5-7 November 2018
- Venue: British Council, 49 Alfred House Gardens, Colombo 3
- Programme times: 09.00 – 17.30
- There is a maximum of 25 places available
- British Council is unable to provide financial support for participants travel, accommodation or local transport expenses.
- Applications are restricted to one person per creative enterprise.
- Tea, coffee and lunch will be provided free of charge for programme participants.
- Workshop materials and stationery will be provided.