

## Design Nation: Getting Started in Business

**Who:** Presented by Design-Nation in partnership with Briffa and Rhodes & Rhodes  
**When:** Thursday 30 Jun 2011 12-2pm  
**Where:** Gallery Atrium - Business Design Centre, London N1

What is your next step after finishing your studies and exhibiting at New Designers? Have you thought about starting your own business? Are you considering it or have you already decided that you want to start up? Or do you feel there is no other option open to you because there are no jobs in your discipline?

If any of these questions relate to you, then this seminar has a lot to offer because it gives an overview of the main topics that you will need to think about if you decide to set up your own business and it goes into greater detail on management essentials – finances and legal structures.

You'll have the opportunity to have your questions answered by our experts and will also take away a free copy of Design-Nation's Business Start-Up Guide for Designers and Makers (usually priced £5), which is the basis for this seminar.

- **Rachel Moses: Turning your ideas into a business**

What is a business? This session goes over the basics of being in business, signposts tools such as Design-Nation Business Start-Up Guide and looks at case studies of members Design-Nation that have successfully set up their creative businesses.

**Rachel Moses** is Marketing Manager at Design-Nation.

Design-Nation helps designers to add value to their businesses through marketing and promotional opportunities available to its members – [www.designnation.co.uk](http://www.designnation.co.uk). It also provides business advice to anyone interested in starting their own business through its educational resource and training programme. [www.designnation.co.uk/education](http://www.designnation.co.uk/education)  
[www.twitter.com/D\\_N\\_education](http://www.twitter.com/D_N_education)

**Who:** Presented by Design-Nation in partnership with Bishopsland Educational Trust  
**When:** Thursday 30 Jun 2011 2.30-3.30pm  
**Where:** Gallery Atrium - Business Design Centre, London N1

- **Alex Papakyriacou: Commercial deals for creative businesses**

The contracts and legal structures relevant to design businesses. Alex will set out some business models for creative businesses. From licensing to developing your business as a designer-maker, the business model you apply will involve choices about your working methods and your lifestyle. Accordingly, making an informed decision about the business model you apply will be of key importance and this talk will be valuable in helping you make such a choice.

### **Getting Started in Business**

**Alex Papakyriacou** is a solicitor at **Briffa & Co**, a law firm specialising in helping creative businesses identify, earn money from and protect their businesses from unfair taking of their work. [www.briffa.com](http://www.briffa.com)

- **Sydney Levinson: Fruitcake or spongecake?**

Things you need to be aware of from a tax and accounting viewpoint when starting your own business.

**Sydney Levinson** is a Partner with **Rhodes & Rhodes** Chartered Accountants and a specialist in the Creative Industries and other 'stuff'!

[www.rhodesandrhodes.com](http://www.rhodesandrhodes.com) [www.twitter.com/barryslounge](http://www.twitter.com/barryslounge)

- **Surviving and Thriving as a Silversmith or Jeweller**

**Pope and Oliver Makower**, **Founders, Bishopsland Educational Trust**, will talk about the pains and pleasures of setting up your own workshop and working as a designer/maker - how to get your work shown, how to contact galleries, prices, display, bookkeeping, etc. They will also talk about their postgraduate course at Bishopsland.

Current members of Bishopsland will be on hand to answer questions.

[www.bishopsland.org.uk](http://www.bishopsland.org.uk)