

Network: a leverage for creative professionals

Developing your interpersonal network is essential if you have a creative career, as the market is mainly hidden.

Phase

Pre-Production

Subject

Sources of support

Target groups

Artists, Creative and Cultural Professions

Sectors

for all sectors, photography, visual and graphic arts, music, webdesign, dance, media, performing arts

Level of experience

for all levels, Beginners, Intermediary, Experienced

Prerequisites

A clearly defined project

Comments

Our training session "Clarifying one's professional project" could be useful if you need to define more precisely your project. This module doesn't detail the usage of online social networks.

Description

The concerns regarding the development of one's network are manifold: who to contact, how to manage the bulk of potential contacts, how to approach certain people, how to promote your activities, which communication channels should be used, how to sell without selling out? This training suggests concrete ways to efficiently widen and maintain your network.

Content

- » Definition and advantages of interpersonal networking
- » Evaluation and self-diagnosis: who is currently part of your network?
- » The networking strategy: unavoidable actors

- » Maintaining your network
- » Developing necessary social skills

Method

Active methodology, putting the accent on the participants' inputs and giving them the possibility to exchange among peers. Presentation by the trainer as an expert of that field.

Objectives

- » To know how to develop your professional network on a daily basis
- » To acquire basic tools to maintain your network in a sustainable way
- » To be able to "sell without selling" your own projects

Results

- » To be able to develop your professional network and to know how to maintain your network in a sustainable way

Resources

- » bibliography
- » Basic equipment (computer, video projector, flipchart, wifi)

Evaluations

Questionnaire to be filled out by the participants (paper and online versions exist)

Support material

Powerpoint, Documents distributed to the participants

Other related recommended resources

- » Our training "Social networks as professional tools" is complementary to this one.
- » Infosheet "How to find a partnership?"
- » evaluation available

Duration

7 h

Participants

up to 15

Course language(s)

Français, English

Past track experience

since 2011

Trainer

Michel Seifert

Organisation

SMartBE

Contact

Sophie Ypersiel

Tested

under the project
Routes to Employment