

To Manage and develop your project

Are you a project holder since a couple of years or did you just start a new activity? Well done! As you'll know, many things have to be taking into consideration: finding clients, prepare and follow-up on your budget, chose adequate financial and commercial options... In short: making a living out of your passion.

Phase

Pre-Production, Production, Post-Production

Subject

Project management

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

Beginners

Prerequisites

A clearly defined project or having started your project

Comments

Our training session "Clarifying one's professional project" could be useful if you need to define more precisely your project.

Description

Seeking to circumvent the obstacles where most have failed, and following the shortest path to successfully manage and develop your projects. Tools and kudos may help you in that: business plan, budget, attract clients specifically interested in purchasing your products, services or works.

Content

- » How to easily find clients
- » How to build an attractive offer using new sales methods
- » Understanding and using a business plan in order to give a better direction to one's decisive choice

» Understanding and establishing a budget to know where to go and how to better manage your projects

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

- » Improve the developmetnt of your clients-base
- » acquire essential basics to pilot a project and understand its financial aspects

Results

- » To know the principles to develop customers
- » To use basic tools to manage their project
- » To understand basic financial aspects

Resources

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

Infosheet "How to present a budget?" - evaluation available

Duration

7 h

Participants

up to 15

Course language(s)

Français, English

Past track experience

since 2016

Trainer

Gérard Mélot

Organisation

SMartBE

Contact

Sophie Ypersiel

Tested

under the project
Routes to Employment