

Crowdfunding, a solution to finance your projects?

During this session, you'll discover how a crowdfunding campaign works and what the keys are to lead a successful campaign.

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

None

Comments

SMart created an interface that allows that start a crowdfunding campaign and to collect funds through the Activity tool (a tool specific to SMart)

Description

Crowdfunding : Why? How? This session will give you all relevant info on this topic. We will also present PUSH, our crowdfunding platform, that we launched to allow our members to collect the funds through their SMart Activity.

Content

- » What's crowdfunding?
- » What makes a crowdfunding campaign?
- » What are the key elements for a successful campaign?
- » How can one collect funds through the SMart Activity?

Method

- » Oral presentation

» Q&A

Objectives

Get basic information on crowdfunding

Results

Being able to carry out a crowdfunding campaign

Resources

Basic equipment (computer, video projector, flipchart, wifi)

Evaluations

Not automatic for followers of the session

Support material

Powerpoint for the trainer

Other related recommended resources

evaluation available

Duration

2 h

Participants

up to 15

Course language(s)

Français, Nederlandse, English

Past track experience

since 2015

Trainer

Emilie Danel and Heidrun Bosteels

Organisation

SMartBE

Contact

Sophie Ypersiel

Tested

under the project
Routes to Employment