

## Self entrepreneurship

Are you able to independently develop a professional existence in the cultural industry? Can you think commercially and get a good position for yourself as a professional artist? Are you able to present yourself convincingly at auditions and job interviews? Is your status relevant and adapted to your activity? Do you know the administrative issues of your activity?

### Phase

Pre-Production, Production

### Subject

Project formulation, Project management

### Target groups

Artists, Creative and Cultural Professions, Trainers/Coaches

### 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

Creative and artistic profiles with projects already defined.

### Description

The awareness of oneself as an artist, the identification of personal skills and assets, the identification of various potential audiences' profiles, the geographical scope of the self-entrepreneur's actions, being creative as a self-entrepreneur by designing a relationship with an audience, the possibilities of the growth and tools that a self-entrepreneur as an individual has to be aware of (technology, communication, legal, accounting, etc.). Adopt a strategy, develop new audience, identify distribution channels and administrative solutions connected to my activity? Identifying skills and assets. Audience: profiles, scope, how to reach out?

### Content

- » "I" (as an artist?): Identifying skills & assets
- » The "audience"
- » Profiles
- » Scope (regional, local...)
- » Your "offer": be imaginative.
- » How to reach out? (events, web, workshops, network...)
- » Miscellaneous: Communication (web, print...) - Legal - Accounting - Tools

### Method

All notions introduced theoretically are then applied to every participant's individual project via practical exercises, questions/answers collective and individual sessions.

### Objectives

The artist must understand and identify what is method, product, process & set of skills that s/he encounters everyday in his work. S/he will observe, analyse, define and transcribe the frame of a potential market. S/he will define how his/her skills, knowledge and know-how can be translated in order to be accessible and offered to a potential market.

### Results

To be able to change their mindset and create bridges between the artist's point of view and an entrepreneur's point of view.

### Resources

- » Slide show, flipchart, internet connection, laptop, video projector.
- » Participants are welcome (and encouraged) to bring personal laptop computers with them.

### Evaluations

- » Questionnaire to be filled out by the participants (given and collected at the end of the session)

- » Discussion between the participants and the trainers at the beginning and at the end of the day.

### Support material

Slide show, flipchart, internet connection, laptop, video projector. Participants are welcome (and encouraged) to bring personal laptop computers with them.

### Other related recommended resources

evaluation available

### Duration

3 h

### Participants

8 to 20

### Course language(s)

Français, Italiano, English

### Trainer

Benoit Garet, Giulio Stumpo

### Organisation

Rock'in Faches (RiF)  
Centro di Creazione e Cultura

### Contact

Marina Bistolfi  
Estelle Vilcot

### Tested

under the project  
Routes to Employment