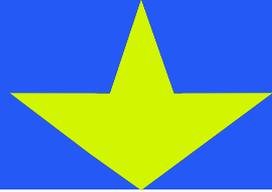


Programme Creative Business Academy

40 hours and 8 days of hands-on information, real cases, and stories of success

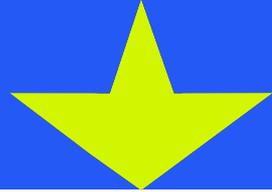
Programme		
1.	Business development	<ul style="list-style-type: none"> ▪ Business modeling, innovation and validation of creative business ▪ Analysis of the specific structural issues confronting the cultural and creative sector
2.	Legal issues	<ul style="list-style-type: none"> ▪ Basic legal questions relevant for creative business: contract law, labour law, trade law, arbitration and dispute settlement, international legal framework, etc. ▪ Intellectual property rights (IPR) with a national, regional, and international scope

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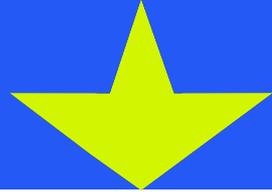


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<p>3.</p>	<p>Market-analysis, trends & forecast</p>	<ul style="list-style-type: none"> ▪ Case stories of successful startups from the CBN: successes and failures in developing businesses, sales, and marketing strategies ▪ International trends and basic knowledge about export markets ▪ How to choose target markets: which information is required including about specific rules and regulations, basic analysis of the competitive situation and consumer preferences
<p>4.</p>	<p>Access to finance</p>	<ul style="list-style-type: none"> ▪ How to get a bank loan or find other funding from private or public sources ▪ Introduction on how to communicate with potential investors specifically relevant for cultural and creative industries
<p>5.</p>	<p>Promotion</p>	<ul style="list-style-type: none"> ▪ How to pitch and make the best of promotional opportunities (work with larger distributors or retailers) ▪ Fundamentals of copywriting for advertising, measure of impact, delivery, timeline, costs, etc. ▪ Individual case analysis and individual coaching



<p>6.</p>	<p>Internationalisation</p>	<ul style="list-style-type: none"> ▪ The reasons for creative business to begin to export: market based analysis on how to engage in an internationalisation strategy ▪ Strengths, weaknesses and challenges in developing an export strategy for creative business ▪ Solutions and best practices to begin exporting: going it alone, partnerships and networks management, identification of sales channels, domestic public support schemes ▪ Opportunities on European markets and basic EU internal market rules ▪ How to enter a new market (example Germany as a new market) ▪ The position and importance of competitors, observe, duplicate what others are doing, and how to meet the challenges on the international market for a creative business
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7.	One-on-one sessions	<ul style="list-style-type: none">▪ Your online meetings with EU-experts to help you identify the most pressing questions based on your needs and possibilities.▪ Personalised advice on your enterprise and challenges
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After the Creative Business Academy you will:

- Assess your current position within the culture and creative industries sector
- Understand how to create a flourishing business and secure the business growth
- Get familiar with the basic legal issues to avoid copyright infringements
- Identify and evaluate opportunities for potential international businesses
- Know how to promote and pitch your start-up or enterprise
- Be ready to establish, participate and develop networks and partnerships

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