



SPARK IDEAS COACHING PRESENTS

NOVEMBER 4 - 7, 2019 | GABORONE

**ENTREPRENEURSHIP
MASTERCLASS WITH
DAVID PARRISH**

UK AUTHOR SPEAKER, CONSULTANT, TRAINER AND
WRITER ON CREATIVITY AND BUSINESS





DAVID PARRISH

SPEAKER, CONSULTANT, TRAINER AND
WRITER ON CREATIVITY AND BUSINESS

David informs and inspires creative businesses around the world through his highly-acclaimed keynote speeches, training workshops, management consultancy advice and books.

SPARK



David Parrish

Strategic Marketing for Business Success

T-Shirts and Suits A Guide to the Business of Creativity

Reprinted with new Foreword

David Parrish

Foreword by Shaun Woodward MP
Minister for Creative Industries and Tourism



comprehensive business.

LINE UP OF EVENTS

MASTERCLASSES

- **DESIGNING YOUR CREATIVE BUSINESS**
NOVEMBER 4 | 9 AM - 1PM
- **CREATIVE MARKETING**
NOVEMBER 5 | 9 AM - 1PM
- **HOW TO MAKE MONEY WHILE YOU SLEEP**
NOVEMBER 6 | 9 AM - 1PM
- **CREATIVE PRICING**
NOVEMBER 7 | 9 AM - 1PM



NOVEMBER 4 | 9 AM - 1PM

DESIGNING YOUR CREATIVE BUSINESS

The Designing Your Creative Business Masterclass concentrates on developing a business strategy to make the most of your creativity in relation to competitors and markets in a way that is consistent with your overall aims and values.

Workshop Objectives

- Defined business success in their own terms in relation to creativity, lifestyle, profit and values.
- Used techniques to understand their own competitive advantage in relation to other creative businesses.
- Examined external forces in a systematic way to identify potential opportunities for their enterprise.
- Developed a unique business formula that brings together specific aspects of their creative potential with suitable customers.
- Devised action plans to achieve their business objectives.

Something to Remember:

“I have learnt from my own experience in business how we can combine creativity with business to achieve the success we want. I just love helping entrepreneurs around the world to be the best they can be by using smart business techniques that fit with their values and objectives.”

David Parrish



NOVEMBER 5 | 9 AM - 1PM

CREATIVE MARKETING

The Creative Marketing Masterclass provides participants with powerful marketing techniques and tools so as to improve the marketing of their creative businesses immediately.

Masterclass Objectives

- Understand the main concepts used in strategic marketing and operational marketing.
- Have used the Precision Marketing model to align the 3Ms of
- Marketing: Market, Message and Medium.
- Understand the importance of listening to customers and learn costeffective ways of doing this.
- Examine and evaluate different promotional and advertising techniques appropriate to their business.





Vision and Inspiration

"My approach to business development combines the creative personality ["the T-Shirt"] with smart business thinking ["the Suit"]. I call this approach 'T-Shirts and Suits'. 'T-Shirts and Suits' is my way of thinking, my profession and my mission.

I work well with hundreds of creative people because I am creative myself - and because I have actually set up and managed enterprises in the creative industries.

.I want to share with you what I've learnt - from my own experience and my research. And also what I have learnt from hundreds of creative entrepreneurs around the world over the last fifteen years - in my work as an accredited business adviser, trainer and management consultant.



NOVEMBER 6 | 9 AM - 1PM

HOW TO MAKE MONEY WHILE YOU SLEEP

The Designing Your Creative Business Masterclass concentrates on developing a business strategy to make the most of your creativity in relation to competitors and markets in a way that is consistent with your overall aims and values.

Masterclass Objectives

- The interactive Masterclass includes:
 - Presentations
 - Case studies and examples
 - Group work and discussion
- Business Strategy: Creative Labourer or Creative Entrepreneur?
 - Business Growth: But growth of what exactly?
 - Identifying Value: Sell the Food - or the Recipe?
 - Licensing intellectual property: Don't Sell It, Rent it!

NOVEMBER 7 | 9 AM - 1PM

CREATIVE PRICING

This full-day Masterclass provides an opportunity to consider pricing policies from three different perspectives: calculating all costs to ensure breakeven or profit; the effect of pricing on customer perceptions; and options for selling or licensing your intellectual property.

Masterclass Objectives

By the end of the one-day workshop, participants will have considered:

- Pricing in relation to costs and profits. The economics of pricing, including calculating minimum prices to break even and making allowance for distribution channels.
- Pricing, perceptions and market positioning. How pricing affects customers' perceptions of you and your products in relation to other products and producers.
- Pricing the options and 'bundle of benefits'. How pricing relates to what exactly is being sold, including aspects of selling and licensing intellectual property.



THANK YOU!

FOR MORE INFORMATION CONTACT



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