

#### SPARK IDEAS COACHING PRESENTS

NOVEMBER 4 - 7, 2019 | GABORONE

# ENTREPRENEURSHIP MASTERCLASS WITH DAVID PARRISH

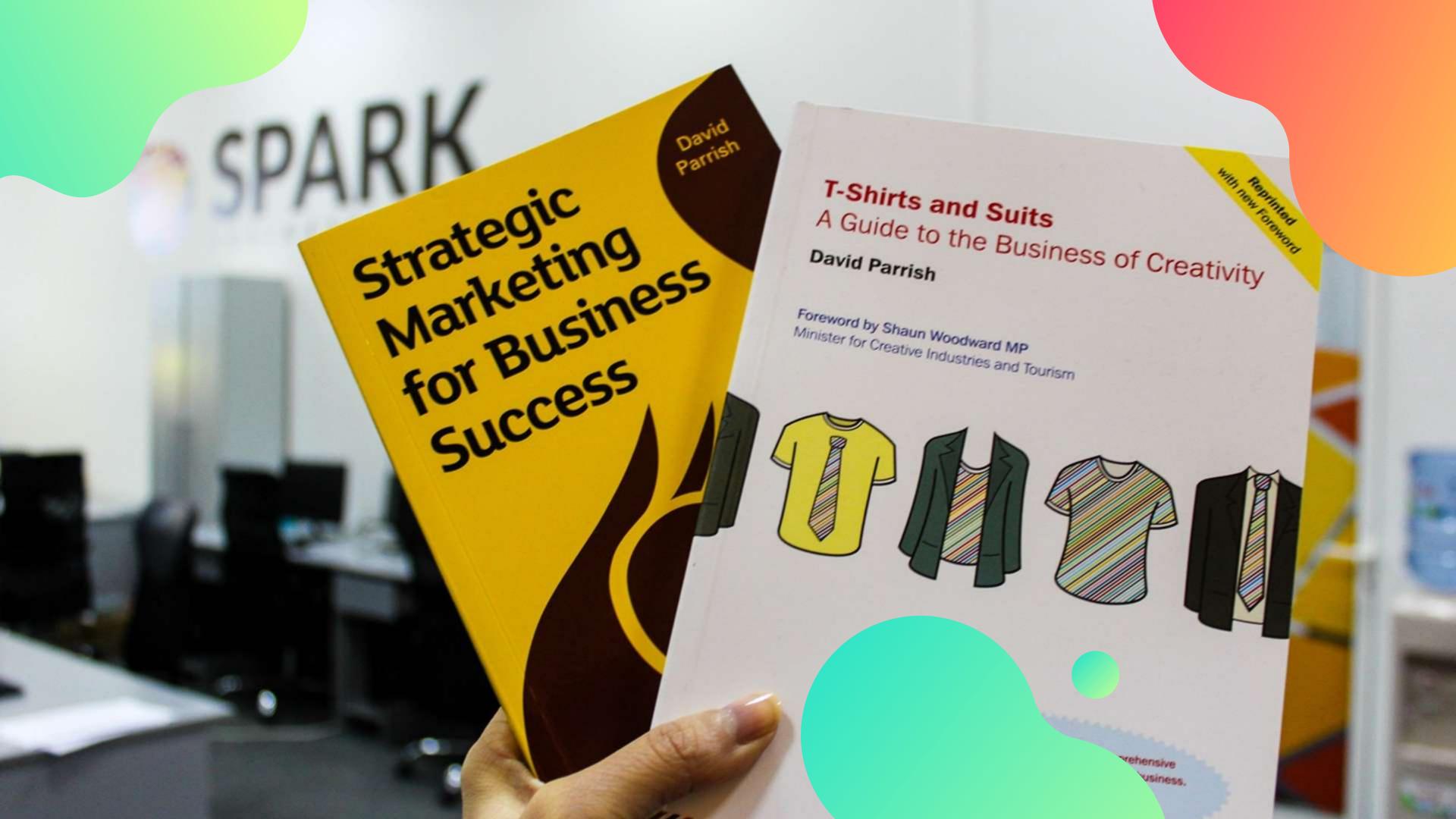
UK AUTHOR SPEAKER, CONSULTANT, TRAINER AND WRITER ON CREATIVITY AND BUSINESS



### 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.



### LINE UP OF EVENTS

#### **MASTERCLASSES**

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

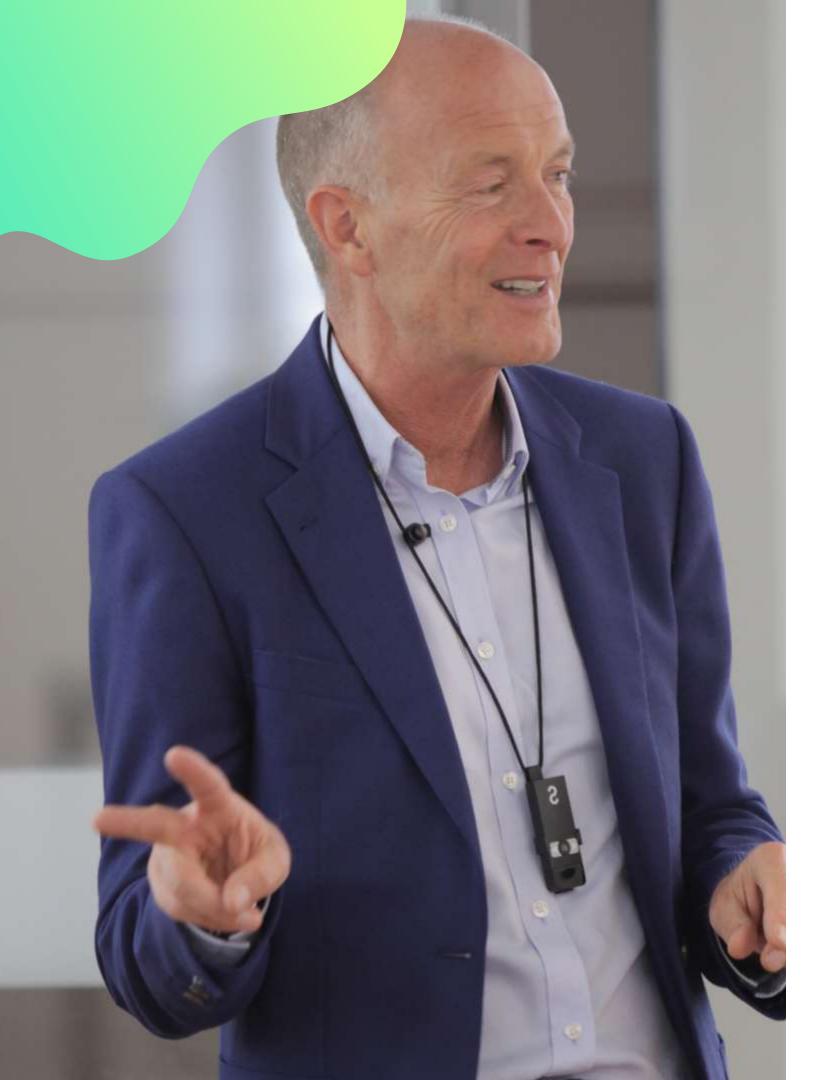
#### **CREATIVE MARKETING**

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 considererd:

- 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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