

University of the  
Arts London  
**Central**  
**Saint Martins**

# Self- Promotion for Creatives

3-day Executive Training Course 17 - 19 June 2011  
<http://hkuspace.hku.hk/cidp/>



**HKUSPACE**  
香港大學專業進修學院  
HKU School of Professional and Continuing Education



HKU SPACE Centre for International Degree Programmes (CIDP), in collaboration with Central Saint Martins College of Art and Design (CSM), University of the Arts London, offers this three-day intensive course for media, cultural and creative executives/ entrepreneurs from organisations around the world seeking new perspectives and insights on creative industries. As part of the 1st Distinguished Global Lecture Series, this course gives you the opportunity to gain exposure to the experienced professional of the creative industries from London.

## Course Description

This course is essential for executives and entrepreneurs who desire to make a living from art, design, image-making, or other creative activities. It focusses on vital marketing, promotional and presentation skills. To guarantee success, creatives have to network, profile build, write statements or marketing copy, and generate imaginative publicity for their ventures. Alongside being able to present visual material for editorial use, or constructing proposals, practical exercises will boost confidence in presenting projects and ideas to sponsors or targeted audiences.

## Course Content

1. Understanding your role in the creative industries
2. Practical and pragmatic tools and exercises to implement immediately
3. Writing a business plan
4. Sourcing sponsors and funding
5. Competitors, collaborators and partnerships
6. Creative business development
7. Building a sales pipeline
8. Business structuring and planning
9. Marketing, presentation, publicity and promotion
10. Networking and social media



## Course Details

**Date:** 17 - 19 June 2011  
(Friday - Sunday)

**Duration:** 21 hours in 3 days

**Time:** 09:30 - 17:30  
(including one hour lunch time)

**Location:** 6/F, United Centre, 95 Queensway,  
Admiralty, Hong Kong

**Medium of Instruction:** English

## CIDP Distinguished Global Lecture Series

Sponsored by Dr. Peter Lee, the Series is established to coincide with the Centre's 10th anniversary of full-time programme partnership with universities in the UK and Australia.

## Course Lecturer - Hilary Kelsh

Hilary Kelsh has over sixteen years experience in the creative and digital communications industries throughout the UK, the last nine years focussed on business development through sales, marketing and PR. She writes and facilitates workshops, training programmes and speaking at events for New Media Knowledge, BIMA, Wired Sussex, Women In Media, 01ZeroOne - Creative Learning Lab at Westminster Kingsway College; Taking Yourself to Market, Perfect Pitch, Pitching for New Media Business, Negotiation Skills and Presentation Coaching.

In parallel to consultancy Hilary writes, arranges, facilitates and chairs a variety of business development courses and debate events for industry associations, publishers, networking and teaching bodies, including Glass Partnership, The Glasshouse, Second Chance Tuesday, Quba, NMK, Inspiral, Wired Sussex and London College of Communication.

A Central Saint Martins alumnus, Hilary works with several faculties within the University of the Arts London as a visiting lecturer, to deliver a variety of lectures and workshops to BA and MA students on a host of topics around setting up in business, business development and freelance issues in the creative industries.

## Entry Requirements

1. A recognised degree in media, cultural studies or humanities, and at least 2 years of relevant work experience; or
2. A recognised Associate Degree / Higher Diploma or equivalent, and at least 5 years of relevant work experience; or
3. Professional qualification / substantial professional experiences in creative industries.

## Award

To achieve a certificate of attendance, you must attend at least 80% of the course. You will be presented with a certificate issued by Central Saint Martins College of Art and Design at the end of the course.

## Enquiry

Ms Christy Chan 2910 7645 [christy.sn.chan@hkuspace.hku.hk](mailto:christy.sn.chan@hkuspace.hku.hk)

Ms Christy Lee 2910 7607 [christy.ym.lee@hkuspace.hku.hk](mailto:christy.ym.lee@hkuspace.hku.hk)



## Application

- Application Deadline: 31 May 2011
- Course Fee: HK\$6,500 (Application fee included)
- Number of Places: max. 24
- Enrolment Method

Application is available online at <http://hkuspace.hku.hk/cidp/>

Applicants will be notified of the enrolment result and will receive a notification letter. Eligible applicants will have to present the Payment Notification Form upon payment of course fee at any HKU SPACE enrolment counters.

- Payment Methods

- Cash or EPS

- Crossed cheque payable to "HKU SPACE". Please specify the course title, applicant's name, and student card number (if applicable).

- VISA / Mastercard: Holders of HKU SPACE MasterCard can enjoy a 10-month interest-free instalment for courses with a tuition fee of HK\$2,000 to \$40,000; however, the course applicant must also be the cardholder himself / herself. For enquiries, please contact our staff at any of the enrolment centres.

- Enrolment Counters

Check out your nearest counters at: <http://hkuspace.hku.hk/learning-centre>.

Only Learning Centres with the icon  can process payment.

## About Central Saint Martins College of ~~Arts~~ and Design (CSM)

Central Saint Martins College of Art and Design (CSM) is a constituent college of the University of the Arts London. CSM has an international reputation for being one of the world's leading design institutions and its alumni includes world renowned fashion designers Stella McCartney and Alexander McQueen. Taking advantage of the staff's knowledge and 150 years of teaching experience, CSM has wide-ranging links to the creative industries and organises courses on innovation, creativity and business.

## About HKU SPACE Centre for International Degree Programmes (CIDP)

With the motto "Education with a Global Vision", the Centre for International Degree Programmes (CIDP) was established by HKU SPACE in 2003 in response to the demand for academic advancement of sub-degree graduates. In the academic year of 2011/12, more than 20 full-time undergraduate programmes will be offered in collaboration with internationally-renowned universities in the UK and Australia.

In line with growing demand for postgraduate education in Hong Kong, the first full-time Post-graduate Diploma programme in Media and Cultural Critique will be launched in September.

## Notes:

1. If a class is postponed for reasons for which we are responsible, including staff illness, we will make every reasonable effort to reschedule the class or to add the missed hours onto the remaining course classes. We apologise for this inconvenience and urge you to ring to CIDP office at 2910 7645 if you have any concerns.
2. Applicants may be required to pay the course fee in cash or by EPS if the course is to start shortly. Fees paid are not refundable except under very exceptional circumstances, subject to the School's discretion. In exceptional cases where a refund is approved, fees paid by cash, EPS or cheque will normally be reimbursed by a cheque, and fees paid by credit card will normally be reimbursed to the payment cardholder's credit card account.
3. Fees and places on courses cannot be transferred from one applicant to another. Once accepted onto a course, the student may not change to another course without approval from HKU SPACE. A processing fee of HK\$120 will be levied on approved transfers.
4. Receipts will be issued for fees paid but HKU SPACE will not be responsible for any loss of receipt sent by mail. For additional copies of receipts, please call 2910-7607. An administration charge of HK\$30 applies.
5. Due to copyrights, and to respect other participants, the use of audio and/ or visual recording is not permitted during any course.