



Training for Young Artists

INTRODUCTION

November 2023



CREATIVE
DISTRICT



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Information about the project

<https://building-talent.eu/>

"Building Talent: Enhancing Employability of young artists" is a European project co-funded by the Creative Europe programme and bringing together NOASS (Latvia), CreaD (Belgium), IED and TSOC (Greece).

The project aims to accompany and train young artists to support them in their professionalization process.

Building Talent is divided into 3 distinct phases, namely "Need analysis and trainings design", "Training delivery" and "Mentoring session & careers development".

Training topics (1/5)

Topic 1:

INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

Module 1: The Challenges and Opportunities of the Art Market

Module 2: The Benefits of Self-Employment for Artists

Module 3: Key Skills for Success as a Self-Employed Artist

Module 4: Resources for Self-Employed Artists

Training topics (2/5)

Topic 2: CASH FLOW AND FINANCIAL MANAGEMENT

Module 1: Introduction to Personal and Business Finance

Module 2: Budgeting

Module 3: Cash Flow Management

Module 4: Financial Management Tools

Training topics (3/5)

Topic 3:

DEVELOPING DIGITAL SKILLS IN A CONTEXT OF PROMOTING ARTISTIC ACTIVITY

Module 1: Introduction to Digital Arts Promotion

Module 2: Digital Arts Promotion Strategy

Module 3: Social Networks

Module 4: Performance Measurement

Training topics (4/5)

Topic 4:

SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON

Module 1: Developing Your Personal Brand

Module 2: Presentation of Artistic Work

Module 3 : Professional Networking

Module 4: Measuring Performance and Adjusting Strategy

Training topics (5/5)

Topic 5:

HOW TO CAPITALISE ON THE SKILLS LEARNT DURING THE TRAINING AND GENERATE INCOME FROM ONE'S ARTISTIC ACTIVITY

Module 1: Introduction to the Monetisation of Artistic Activity

Module 2: Selling Online and Offline

Module 3: Copyright and Intellectual Property

Module 4: Commissions and Collaborations



Training for Young Artists

Topic 1: INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

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Topic 1: INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

Module 1: The challenges and opportunities of the art market

M1.1

Introduction to the art industry and its characteristics

The art industry encompasses a broad range of creative activities, including visual arts, performing arts, literature, music, film, architecture, and more. It is a multifaceted sector that involves artists, creators, collectors, critics, curators, galleries, museums, auction houses, and art enthusiasts. The industry plays a vital role in society by fostering cultural expression, reflecting societal values, and contributing to economic development.

A solid yellow vertical bar is positioned on the left side of the slide, extending from the top to the bottom.

**What are the current trends in the
Art Market?**

M1.2

Current trends in the Art Market

- Digital Art and NFTs
- Online market
- Diversity and Representation
- Traditional and Contemporary Art
- Artificial Intelligence
- Activism
- Sustainability (Green Transition)
- Experience-driven art
- Royalties
- Crossover projects

Creative – Artistic Sector Careers

- Actor
 - Dancer
 - Musician
 - Illustrator
 - Author
 - Video editor
 - Animator
 - Choreographer
 - Choreographer
 - Graphic Designer
 - Composer
 - Video Game Designer
 - Crafts' maker
 - Make Up Artist
 - Art Director
 - Conceptual Performer
 - Lighting Designer
 - Voice Over Artist
 - *Audio engineer*
 - Photographer
 - Architect
 - Curator
 - Fashion designer
- and many, many more.....*



Topic 1: INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

Module 2: The benefits of self-employment for artists



M2.1

**Understanding the advantages of
being a self-employed artist**

Introduction to Self-employment for Artists

Self-employment has become an **increasingly popular option** for artists in Europe.

The **freedom** and **flexibility** required by creative and artistic professionals seems to fit with the self-employed status.

Indeed, the **advantages of self-employment** compared to salaried employment are many.

Nevertheless, the choice of one of the two forms of employment is linked to the **personal characteristics** of each one.

M2.2

Comparing the advantages and disadvantages of self-entrepreneurship to salaried employment

Advantages of Self-Entrepreneurship (1/5)

Flexibility and Autonomy

Self-entrepreneurs have the **freedom** to choose their own working hours, clients, and projects.

They can work from anywhere and have more control over their work-life balance.

Advantages of Self-Entrepreneurship (2/5)

Earning Potential

Self-entrepreneurs have the potential to earn more than salaried employees because they can set their own rates and take on as much work as they can handle.

Advantages of Self-Entrepreneurship (3/5)

Pursuit of Passion

Self-entrepreneurship allows individuals to pursue their passions and turn them into a business.

They have the ability to work in areas they are truly passionate about.

Advantages of Self-Entrepreneurship (4/5)

Personal Growth

Self-entrepreneurship often requires individuals to take on various roles and responsibilities, which can lead to personal growth and development. It allows individuals to constantly learn and adapt to new challenges.

Advantages of Self-Entrepreneurship (5/5)

Tax Benefits

Self-entrepreneurs may have access to tax deductions and benefits that are not available to salaried employees.

Disadvantages of Self-Entrepreneurship (1/5)

Financial Uncertainty

Self-entrepreneurs often face periods of financial instability, especially in the early stages of their business.

Income can fluctuate, and there may be times when there is no steady flow of revenue.

Disadvantages of Self-Entrepreneurship (2/5)

Responsibility and Workload

Self-entrepreneurs are responsible for all aspects of their business, including marketing, finances, client acquisition, and operations.

This can result in long work hours, high levels of stress, and the need to handle multiple tasks simultaneously.

Disadvantages of Self-Entrepreneurship (3/5)

Lack of Benefits

Unlike salaried employees, self-entrepreneurs are not typically entitled to employee benefits such as health insurance, retirement plans, or paid leave.

They need to make provisions for these on their own.

Disadvantages of Self-Entrepreneurship (4/5)

Limited Support Network

Self-entrepreneurs may face challenges in terms of access to a network of colleagues or mentors.

They often need to build their own support system or seek external resources for guidance and advice.

Disadvantages of Self-Entrepreneurship (5/5)

Risk and Uncertainty

Starting a business always carries an inherent level of risk.

There is no guaranteed success, and failure can result in financial loss and setbacks.

Advantages and disadvantages of salaried employment

ADVANTAGES

- Stability and Predictable Income
- Job Security
- Employee Benefits
- Specialization and Focus
- Professional Development

Advantages and disadvantages of salaried employment

DISADVANTAGES

- Limited Autonomy
- Limited Income Growth
- Lack of Flexibility
- Office Politics
- Less Control over Work Environment

I am confused... What should I choose?

Ultimately, the choice between self-entrepreneurship and salaried employment depends on **individual preferences, risk tolerance, financial goals, and desired level of autonomy.**

It is important to carefully consider these factors and evaluate personal circumstances before making a decision.

But... what role does creativity play in this decision?

M2.3

How self-entrepreneurship allows artists to remain creative while running their business

Freedom and flexibility

It allows artists to remain creative while running their business by providing them with the freedom and flexibility to pursue their artistic endeavors without compromising their financial stability.

This approach enables artists to take control of their careers, set their own schedules, and make decisions that align with their artistic vision and goals.

Creative control

When artists work for someone else, they often have to compromise their artistic vision to meet the demands of their employer or clients.

However, when artists work for themselves, they can create whatever they want without having to worry about pleasing anyone else. This freedom allows them to explore new ideas and take risks that they might not be able to take in a more traditional work environment.

Flexible schedule

Many artists struggle with finding time to create because they have to work long hours at a day job to pay the bills. However, when artists work for themselves, they can schedule their work around their creative pursuits.

This flexibility allows them to devote more time and energy to their art, which can lead to more innovative and impactful work.

Sustainable career

It provides artists with the opportunity to build a sustainable career doing what they love.

By taking control of their finances and business operations, artists can ensure that they are compensated fairly for their work and that they have the resources they need to continue creating over the long term.

In conclusion

Self-entrepreneurship is an excellent option for artists who want to remain **creative** while running their business.

By providing them with **creative control, scheduling flexibility,** and **financial stability**, this approach enables artists to **pursue their passions** without sacrificing their livelihoods.



Topic 1: INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

Module 3: Key skills for success as a self-employed artist



M3.1

**The key skills needed to succeed
as an independent artist**

Business skills

As a self-employed artist, you are running your own business, which means you need to have basic business skills such as budgeting, marketing, and networking.

You need to be able to manage your finances, set prices for your work, and promote yourself effectively.

Time management

As a self-employed artist, you are responsible for managing your own time and meeting deadlines.

You need to be able to prioritize tasks, set goals, and create schedules that allow you to complete projects on time.

Flexibility and adaptability

The art market can be unpredictable, so it's important to be flexible and adaptable.

You may need to adjust your artistic style or the types of projects you take on in response to changes in the market.

Self-motivation

When you're self-employed, there is no boss or manager pushing you to work harder or meet deadlines.

You need to be self-motivated and disciplined enough to stay on track and meet your goals.

Communication skills

As an artist, you may need to communicate with clients, galleries, or other artists.

Good communication skills are essential for building relationships and ensuring that projects are completed successfully.

Creativity

Of course, being a successful self-employed artist requires creativity and artistic skill.

You need to be able to produce high-quality work that stands out in a crowded market.

Art or Business?

Being a self-employed artist requires a **combination** of artistic talent and business savvy.

By developing these key skills, you can increase your chances of success in the competitive world of art.

Throughout this training we will provide you with the skills and knowledge needed for that.



M3.2

**How to identify your own
strengths and weaknesses as an
artist**

How to identify your own strengths and weaknesses as an artist (1/5)

Self-reflection

Take some time to reflect on your past work and identify what you think you did well and what you could have done better.

Be honest with yourself and try not to be too self-critical.

How to identify your own strengths and weaknesses as an artist (2/5)

Feedback from others

Ask for feedback from other artists, friends, or family members who are familiar with your work.

Listen carefully to their critiques and take notes on what they suggest you could improve upon.

How to identify your own strengths and weaknesses as an artist (3/5)

Comparison with other artists

Look at the work of other artists in your field and compare it to your own. Identify areas where you excel and where you may need improvement.

How to identify your own strengths and weaknesses as an artist (4/5)

Experimentation

Try new techniques or styles of art to see where your strengths lie.

You may discover a new talent or passion that you didn't know existed.

How to identify your own strengths and weaknesses as an artist (5/5)

Assessment tools

There are various assessment tools available online that can help you identify your strengths and weaknesses as an artist.

These tools can provide valuable insights into areas where you may need improvement



Art & Fear: Observations On the Perils (and Rewards) of Artmaking" by David Bayles and Ted Orland



M3.3

**How to develop your skills as an
artist entrepreneur**

How to develop your skills as an artist entrepreneur (1/8)

Set Clear Goals

Define your goals as an artist entrepreneur.

What do you want to achieve?

Whether it's increasing your income, expanding your client base, or gaining recognition in your artistic field, having clear goals will help guide your skill development.

How to develop your skills as an artist entrepreneur (2/8)

Invest in Continuous Learning

Take advantage of various learning opportunities to enhance your skills.

Attend workshops, seminars, and conferences related to art, entrepreneurship, and business.

Explore online courses, tutorials, and resources specific to your artistic medium or the business side of being an artist. Stay up-to-date with industry trends, techniques, and technologies.

How to develop your skills as an artist entrepreneur (3/8)

Seek Mentorship and Guidance

Connect with experienced artists or entrepreneurs who can serve as mentors or advisors.

They can provide valuable insights, guidance, and support based on their own experiences.

Their expertise can help you navigate challenges and make informed decisions in your artistic career.

How to develop your skills as an artist entrepreneur (4/8)

Network and Collaborate

Engage with other artists, entrepreneurs, and professionals in your field.

Attend art events, join artist associations or communities, and participate in exhibitions or collaborative projects.

Networking can lead to valuable connections, collaborations, and opportunities for growth.

How to develop your skills as an artist entrepreneur (5/8)

Develop Business and Marketing Skills

Acquire basic business and marketing skills to effectively promote and manage your artistic business.

This includes understanding pricing strategies, branding, marketing techniques, and social media management.

Consider taking courses or seeking resources that specifically focus on the business aspects of being an artist.

How to develop your skills as an artist entrepreneur (6/8)

Embrace Digital Tools and Technology

Explore digital tools and technology that can enhance your artistic practice and business operations.

This may include using graphic design software, website builders, social media platforms, online marketplaces, or e-commerce platforms to showcase and sell your artwork.

How to develop your skills as an artist entrepreneur (7/8)

Gain Practical Experience

Apply your skills in real-world scenarios.

Seek opportunities to exhibit your work, collaborate with other artists or organizations, and undertake commissioned projects.

Practical experience will not only help you refine your skills but also provide insights into the challenges and dynamics of the art market.

How to develop your skills as an artist entrepreneur (8/8)

Reflect and Iterate

Continuously reflect on your experiences, successes, and areas for improvement.

Learn from your mistakes and adapt your strategies accordingly.

Be open to feedback from clients, mentors, and peers to refine your artistic practice and entrepreneurial approach.

Always remember...

Developing your skills as an artist entrepreneur is an **ongoing process**.

It requires a **combination** of artistic excellence, business acumen, and adaptability.

Stay dedicated, remain open to learning, and embrace new opportunities to grow as an artist and entrepreneur.



Topic 1: INTRODUCTION TO SELF-ENTREPRENEURSHIP FOR ARTISTS

Module 4: Resources for self-employed artists

M4.1

The main resources available for artist entrepreneurs, such as professional associations, scholarships, mentoring programs, etc.

The main resources available for artist entrepreneurs

- Professional Associations
- Scholarships
- Mentoring Programs

Professional Associations

Professional associations are a great resource for artist entrepreneurs. They provide networking opportunities, access to industry events, and valuable information on best practices.

Some of the most popular professional associations for artists in Europe include:

- **The European Association of Artist Managers (AEJM):** This association provides support and representation for artist managers across Europe. They offer training programs, networking opportunities, and advocacy services.
- **The International Association of Art (IAA):** The IAA is a non-profit organization that aims to promote the visual arts worldwide. They offer membership to artists, art organizations, and museums, and provide access to educational resources and networking opportunities.
- **The European Network of Cultural Administration Training Centers (ENCATC):** ENCATC is a network of higher education institutions that offer cultural management and policy programs. They provide research, training, and advocacy services for cultural professionals and organizations.

Scholarships

Scholarships can also be a valuable resource for artist entrepreneurs. Many organizations offer scholarships to help artists pursue their education or advance their careers.

Some of the top scholarship programs for artists in Europe include:

- **The DAAD Scholarship:** This scholarship is offered by the German Academic Exchange Service (DAAD) and provides funding for international students to study in Germany. They offer scholarships for undergraduate and graduate students in all fields, including the arts.
- **The Fulbright Program:** The Fulbright Program offers scholarships for international students to study in the United States. They offer funding for graduate students, scholars, and professionals in all fields.
- **The Erasmus Mundus Joint Master Degrees:** This program offers scholarships for international students to pursue joint master's degrees at European universities. They offer funding for students in a wide range of fields, including art and design.

Mentoring programs

Mentoring programs can also be a valuable resource for artist entrepreneurs. These programs provide guidance and support from experienced professionals in the industry.

Some of the top mentoring programs for artists in Europe include:

- **The Creative Mentor Network:** This program connects young people with mentors in the creative industries. They offer one-on-one mentoring, workshops, and networking opportunities.
- **The Prince's Trust:** The Prince's Trust is a UK-based organization that offers mentoring and support to young people who want to start their own businesses. They offer funding, training, and mentorship to help young entrepreneurs get started.
- **The European Creative Business Network (ECBN):** ECBN is a network of creative industries professionals that offers mentoring and support to entrepreneurs across Europe. They provide access to funding, training, and networking opportunities.

More mentoring programs for Belgium

Belgium has a thriving art scene, and there are several resources available for artist entrepreneurs to help them grow and succeed in their careers. Some of the main resources available include professional associations, scholarships, and mentoring programs.

Professional associations are an excellent resource for artists as they provide networking opportunities, professional development resources, and advocacy services. One of the most prominent professional associations in Belgium is the Belgian Artistic Confederation (CAB), which represents artists across all disciplines. CAB provides its members with access to legal advice, career development resources, and networking events.

Scholarships are another valuable resource for artist entrepreneurs in Belgium. These scholarships can help artists fund their education or provide financial support for their creative projects. The Flemish Community offers several scholarships for artists, including the Work Grants for Visual Artists and the Grants for Artists in Residence.

Mentoring programs are also available to help artist entrepreneurs develop their skills and

build their careers. One such program is the Mentor Me Program offered by the Flanders DC organization. This program matches emerging artists with experienced mentors who can provide guidance and support as they navigate the art world.



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