

CREATIVE NORTH YORKSHIRE: Training Needs Survey

Please could you spare five minutes to fill in this survey and identify any areas of need in terms of training, professional and business development.

Tick any areas of training you are interested in (you can tick as many as you like) and also add any specific training needs of your own.

creative
NORTH
YORKSHIRE

www.creativenorthyorkshire.com

About You

Name:

Address:

Postcode:

Email:

Tel:

Creative Business Type:

How long have you been working as a professional?

Do you have a Business Plan? Yes No

Do you have a Marketing Plan? Yes No

Are you a member of Creative North Yorkshire? Yes No

If you'd like to join CNY (free), visit www.creativenorthyorkshire.com

Fill in the this survey and be in for a chance to win a £25 MOO voucher to spend on print stationery (<http://uk.moo.com>). All you have to do is complete the survey to be entered into the PRIZE DRAW.

1

ICT / Web

Help with general computer use

Specific software training, please specify: D

Selling work online, e-commerce, online galleries, websites

Setting up and maintaining your own website

Online business strategy

Other. Please give details...

2

Marketing & Promotion

- Producing effective publicity material (images, postcards, brochures, copy etc)
- Developing a PR & Marketing strategy
- Presentation Skills - Talking / Writing about your work and practice
- Identifying new markets
- Using Social Media as a marketing tool
- Approaching target outlets / venues
- Other. Please give details:

3

Artistic Practice

- Developing new skills (please specify)
- Developing own practice or gaining specialist training (please specify)

- Developing collaborative working opportunities within own discipline
- Cross-artform partnership working
- Networking opportunities with other creative professionals
- Mentoring opportunities

4

Business Development

- Creating a business plan
- Book-keeping
- Accountancy
- VAT
- Managing money and making a profit
- Costing your work / professional fees
- Goal setting
- Attaining grant funding
- Other. Please give details:

Use the space below to note any other comments regarding training:

5

CNY Website

Have you received any opportunities as a direct result of the CNY website? Yes No

If yes, please specify:

What could improve the CNY website?

What functions or features are most useful?

If the CNY website had a selling element, would this be useful to you?

Comment:

Do you currently use a selling website / platform to sell your work / services? If so, please specify:

For CNY to be a sustainable resource, we have to think of ways to be self-sufficient. If we introduced a subscription, would you still be interested in being a member?

Yes No

What would you expect to get out of paying a subscription?

Comment:

What better ways can you suggest CNY can be more sustainable while benefitting its members?

Comment:

Please return to:

Creative North Yorkshire, The Art Depot, Eshton Road, Gargrave BD23 3SE

Tel: 01756 748529 / 749222 Email: info@creativenorthyorkshire.com



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