



## Cultural Industries Development Agency

# P R E S S   R E L E A S E

Date: 12 September 2006

### **CIDA launches new training programme for local creatives**

CIDA, the specialist support organisation for the creative and cultural sector in Hackney, Newham and Tower Hamlets, is proud to launch its new series of training and networking events for creative professionals. These FREE and highly subsidised sessions will run between 4 October - 30 November 2006 at venues across East London.

This season's programme follows on from CIDA's hugely successful creative links expo:06 which took place in June at the Old Truman Brewery and was attended by more than 2500 creative professionals. Each session is designed to meet the development needs of locally based creative individuals, businesses and arts organisations and taking part helps people gain the knowledge, skills and confidence to develop a successful business or organisation. They also provide an invaluable opportunity to network, share experiences and build contacts.

These popular training and networking opportunities are provided at a range of levels. There's **Do you dare?** offering practical support to those starting up a creative enterprise, the **Creative Business Club** helping creative freelancers, sole traders and businesses to network and be inspired, and **Got the potential?** helping arts organisations and cultural groups to become more sustainable. In addition, as CIDA now runs the Creative Space Agency (on behalf of the Arts Council and the London Development Agency) we have also included a special session on finding workspace, a growing concern for all creative professionals in what has become an increasingly expensive part of London to live and work.

CIDA is located at the very heart of East London's creative community, providing information, business support, training events, and brokering networks. We are committed to nurturing, commissioning and developing talent and our training

programmes are popular with creative professionals at all stages of development.’  
adds CIDA’s Executive Manager (Marketing & Programmes).

**To view CIDA’s Autumn 06 Training Programme which includes a full list of events please visit [www.cida.co.uk](http://www.cida.co.uk). To book please contact CIDA’s Project Administrator, Jessica Green at [contact@cida.co.uk](mailto:contact@cida.co.uk) or 020 7247 4710. Early booking is recommended.**

For press queries, images or further information about CIDA please contact Helena Joyce, CIDA’s Press Officer, at [helena@cida.co.uk](mailto:helena@cida.co.uk), 020 7247 4710 or 077 4086 4089.

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#### **Notes to editors:**

#### **CIDA’s Autumn 06 Training Programme**

##### **Do you dare?**

|                               |                            |
|-------------------------------|----------------------------|
| Plan to win                   | Wednesday 18 October 2006  |
| Finding profitable customers  | Wednesday 25 October 2006  |
| Effective marketing           | Wednesday 1 November 2006  |
| Getting to grips with finance | Wednesday 8 November 2006  |
| Enterprise wise               | Wednesday 15 November 2006 |
| Next steps                    | Wednesday 22 November 2006 |
| Becoming self employed        | Wednesday 4 October 2006   |
| The gallery system            | Wednesday 11 October 2006  |
| Taxing issues                 | Tuesday 24 October 2006    |
| It’s easy to be green!        | Wednesday 29 November 2006 |

##### **Creative Business Club**

Exploring online opportunities Tuesday 14 November 2006

##### **Creative Space Agency**

Creative workspace Thursday 26 October 2006

##### **Got the potential?**

|  |                           |
|--|---------------------------|
| The enterprising approach to culture     | Thursday 30 November 2006 |
| Marketing on a shoestring                | Thursday 19 October 2006  |
| Sponsor me!                              | Thursday 2 November 2006  |
| Legal structures explained               | Thursday 9 November 2006  |
| Introduction to arts fundraising – day 1 | Thursday 16 November 2006 |
| Introduction to arts fundraising – day 2 | Thursday 23 November 2006 |

