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The Art of Arts Entrepreneurship

Can I become a successful artist with educational programs?

European Union has funded a project called the Creative Talent Factory.

For too long, the creative sector has been stifled and left to fade. Content creators, entrepreneurs, teachers - all have had their creativity constrained by a lack of education or skills that would help them succeed in this new digital world. The EU responded with "Creative Europe," which allows unlocking growth potential and enables artists to fund their projects across many disciplines. From that need, our Creative Talent Factory project was born.



A science-based approach to project results development

Business and aesthetic skill sets are required to make a living as an artist. Even some creative entrepreneurs stated that they still lack the business skills that arts entrepreneurship education can provide.

What are the competencies which I, as an artist, need to succeed in the business world?

The Creative Talent Factory project team has been asking ourselves all sorts of similar questions throughout the process of creating inspiring educational content - how do you make something that is interesting enough while still being informative and accurate? The answer is not always simple because there are tons of ways to teach an engaging topic but some things matter more than others.

The world of art is both competitive and creative. This makes it challenging to find the perfect balance between preserving one's artistic soul while still striving in a highly competitive environment. That's why we decided to use a science-based approach to find out what skills artpreneurs need to endure in the highly competitive world.

With the help of external experts who are entrepreneurs for their whole life, we developed



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the Competence and Skills Matrix. It is a scientifically proven method to measure someone's skills against their workplace requirements. The matrix contains two axes: one that indicates the level of competence in each skill and another that indicates the level of need for those skills at work. Based on the artpreneur's needs, reasons for success and failure, as well as current trends in this digital world, we found the following essential competencies for artpreneurs:

- Entrepreneurship,
- Digital Competences,
- Understanding of main components of the creative business,
- Implementing effective marketing strategies for creative business and
- Applying sales and business negotiation techniques for creative business.

This knowledge will enable the partnership to create educational content which will not be again “just one of the new entrepreneurship courses.” Content can now be very helpful, relevant in the new digital environment, and with the marketing and business skills that artpreneurs need. On the final e-Learning portal, every artist can learn the basics of entrepreneurship, steps for developing a successful creative business, understand clients and effective communication using digital means, how to connect their artistic style with the needed digital marketing, how to provide value for the customer and finally sell their products or services to survive and ultimately strive to do what they love.



Interactive readings

As part of our informative educational creative talent factory package, we prepared for artists several interactive reading articles, quizzes and tests to help them find more about creative industries today, trends and opportunities they offer, programs they may use and benefit from.

Creative industries have become the world's fastest-growing economy in recent years. If you are an artist, adult educator or someone who can help artists in their career, visit and share our website www.talentcreation.eu, take our interactive readings and find out how many jobs creative industries generate today in Europe and worldwide, and what are the most prospective creative sectors today. Get the latest information about the Creative Europe program and what it offers to artists.

You are all welcome to join our Creative Talent Factory, play with us and help transform talents



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into successful entrepreneurial adventures we will all enjoy and get enriched by creative and unique products of art.



Testimonial stories

Creative entrepreneurs from 6 different countries (Lithuania, Italy, Slovenia, Portugal, Greece and Serbia) have shared their success stories with the project partners to motivate other aspiring creative entrepreneurs to start their own business. The creative sectors covered through the testimonial stories were: visual and performing arts, music and dancing, fashion and craftsmanship. Through these stories, the interviewed entrepreneurs told us how their businesses were created, what was their biggest motivation, the main problem they have faced in this path and provided some recommendations to potential entrepreneurs

willing to start their own business in the creative sector. The testimonial stories will be soon available on the project website. Stay tuned!

Follow us

Your creativity is an invaluable resource. The world needs your vision and insights to be a better place. But with the digital revolution, you are now competing for attention against every person out there who has something to offer. As such, it's more important than ever that artists learn how to develop their business and market themselves effectively so your work can reach as many people as possible.

Sign up here to get more letters like this or visit <https://talentcreation.eu/>

Creative Talent Project Team



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