

**CREATIVES4AFRICA  
COURSE CONTENT**

PERSONAL DEVELOPMENT			
Area of Development	Course Objectives	Output	Aggregated Service
Networking for Success	Remove mental barriers between creatives & effective networking	Develop relationships and convert them into business.	
	Prepare for networking events at the exhibitions		
	Learn how to 'work the room' confidently - starting conversations, keeping conversations going and moving on with ease.		
Professional Image & Business Etiquette	Exercise proper business etiquette	Project a professional image & communicate effectively.	
	Increasing confidence & self esteem		
	Influence negotiations with power image and relevant body language.		
	Dress appropriately by adhering to professional dress codes		
Personal Mastery	Determining your vision & purpose	Help understand and manage emotions and unleash passion, energy and self-motivation	
	Gaining Acceptance		
	Avoiding the pitfalls - The 3 deadly sins		
	Demonstrating your technical skills		
	Managing your Mind-set		
	Lifelong tool kits to success		
	Handling frustration, rejection, fear, financial pressure & complacency		
Personal Finance for Artists & Freelancers	Creating financial goals that really work	Financial discipline in the absence of routine receipts	
	Importance of creating financial habits		
	How to fix your finances		
	Spending, savings and investments		
	Retirement planning		
Public Speaking & Interactive	Acquire public speaking and pitching skills	Enhance the freelancer's ability to engage and stimulate an audience	
	Encourage artistic expression		
	Interactive activities and entertainment		
Freelancer Course	Managing Clients	Stand out, find better clients, do work that matters	
	Storytelling		
	Pricing		
	Reputation		
	Promotion		
Mentorship workshop	Guidelines for getting started in a mentorship programme	Support for freelancers work related development needs	
	Guidelines for developing a mentoring contract		
	Practical, relational & ethical considerations		
	Pitching and selection process		

MARKETING & SOCIAL MEDIA			
Area of Development	Course Objectives	Output	
Copywriting for Business	Getting started as a copywriter	A recorded conversation with an industry expert on the subject	
	Copywriting Myths and Realities		
	Building your offer one brick at a time		
	Making and closing the deal		
The Ethics in Advertising & Marketing	Ethics Behaviour in Marketing - What are marketing ethics	A recorded conversation with an industry expert on the subject	
	Ethical and Unethical target marketing in business		
	Advertising abuses and regulation		
Working with Ad Agencies	What skills and roles are normally outsourced?	A recorded conversation with an industry expert on the subject	
	What do you look for, and how do you find freelancers? Is your procurement process restricted?		
	What is the future of freelancing in the advertising space?		
Working with Mass Media (Radio, TV, Newspapers & Outdoor)	What opportunities exist in mass media for creative freelancers	A recorded conversation with an industry expert on the subject	
	What do you look for, and how do you find freelancers? Is your procurement process restricted?		
	What is the future of freelancing in the mass media space?		
Working with NGOs	What opportunities exist in civic society for creative freelancers	A recorded conversation with an industry expert on the subject	
	What do you look for, and how do you find freelancers? Is your procurement process restricted?		
	What is the future of freelancing in civic society?		
Working with Corporates & SMEs	What opportunities exist in business for creative freelancers	A recorded conversation with an industry expert on the subject	
	What do you look for, and how do you find freelancers? Is your procurement process restricted?		
	What is the future of freelancing in business?		
Blogging for Business	What are blogs?	Creatives are to launch a blog, build an audience & get their message heard	
	Writing styles		
	What to blog about		
	Blogs and SEO		
	Blog Marketing		
Digital Marketing	Marketing fundamentals	Become a digital marketing expert	
	E-mail Marketing		
	Search Engine Optimisation		
	YouTube Marketing		
	Google AdWords		
	Google Analytics		
Personal Branding Mastery	Branding 101	Standard Minimum Social Media Visibility	
	Personal Branding Basics		
	Practical Steps in Building Your Personal Brand		
Product Launch Formula	Product launch strategies		
	Mental Triggers		
	Launch sequences		
	Crafting your Offer		
	Types of launches		
	Resources		

ART, CREATIVITY & BUSINESS			
Area of Development	Course Objectives	Output	
Creative Engagement as a Freelancer	Identify the opportunities	Out of the Box Engagement of Commerce	
	Marrying your objectives to the clients'		
	The art of the barter deal		
IP, Trademarks & Copyright	Intro to Trademarks, Trade names, Copyrights and Patents	Increased understanding of IP for Artists & Creative Entrepreneurs	Aggregated Reg & Compliance
	Copyrights in the digital age		
	Infringement & enforcement		
Taxation & Banking	Taxation Basics	Understanding of Basic Tax Law & Bank Account Registration	Aggregated Reg & Compliance
	App training		
	SME account registration		
Supplier Registration & Compliance	Basic Level Compliance (Banking, Supplier registration)	Access to the Market/ Supplier Diversity in the Formal Economy	Aggregated Reg & Compliance
	Supplier & Subcontractor Expectations		
	The Creatives4Africa Solution to Compliance Issues		
Sales	Buying is a process	Selling for the Creative Community	Evangelists & Agents
	Do your homework		
	A Collection of the Best Sales Habits, Tools and Lessons		
Organisational Culture & the Freelancer	Compliance - Reading the culture and complying with the law	Preparing Creative freelancers for Corporate culture	Labour Broking in the Creative Space
	How to avoid common pitfalls when working with commerce		
	Workplace Communication - How to communicate effectively		
Professionalism in the Creative Economy	Characteristics of a Professional	How to Conduct Yourself on the Job	Labour Broking in the Creative Space
	Personal Appearance		
	Professional Behaviour & Etiquette		
	Professional Communication		
RESOURCES & TOOLS			
Area of Development	Course Objectives	Output	
Digitising Your Art	Preparing yourself and your CV	An initial profile for 120 creatives on C4A	C4A MicroJobs Platform
	Access to		
Printing Support	What printing work can be done		
	How to work with Graphtec		
	Pricing & Commissions Structure		
Video Creation	Video creation shared equipment & tools	5000 product placement and product review videos	
	90 Second Creative Pitches		
	Video Hosting		
Audio Creation	Audio creation shared equipment & tools		
	Intro jingle recording		
Photography DIY	Lighting		
	Setting up your camera		
	Profile Image		
	Photographing your art		
E-Mail Lists & Hosting	Intro to e-mail marketing		
	Key Metrics in E-mail Marketing		
	E-mail List Hosting		
Blogging	Surveys - software		
	Blogging platforms		