

COLLABORATIONS FOR A GLOBAL MARKET

Monday 3rd March 2008

INTRODUCTION

How will it work?

Dieneke Ferguson

Chief Executive, Hidden Art

COLLABORATIONS FOR A GLOBAL MARKET

Aim of the Forum:

To provide a wider understanding of how the design industry operates with a view to increasing sales, and specifically through a focus on collaborations for a global market -

Innovative Collaboration Networks for Smart Growth

- Collaborations in joint bids
- Tapping into the Hidden Art Network and associates
- 2008 Support Programme – New features

COLLABORATIONS IN JOINT BIDS

1. Focus on **London 2012** – through Olympics Merchandise tender in 2009 via Hidden Art Select.
2. **London Business Network and CompeteFor website** – www.london2012.com/business:

Hidden Art to register as a supplier as part of a joint venture with Hidden Art members.

Open up opportunities as suppliers for London 2012 (subcontracts for instance to architects. Could include products for press office, etc.

3. **Cultural Olympiad** (starts this year) – sales outlets, Olympics Fair, etc

SMART GROWTH

1. Benchmark skills against those required
2. Find smart ways to increase skills required and at the same time increase sales – sharing skills, learning from others
3. Through joint projects (run by Hidden Art or between members)
4. Aim high – 4 year plan leading up to 2012
5. Hidden Art's programme aims to assist with this through
 - tailored progression that meets your specific needs
 - From idea, to product development and onto the market

Today's Forum is a start

INTRODUCTION

How will it work?

Amy Hutchings

Product Development Manager, Hidden Art

Innovative Routes to Market

Aim:

Assist members to get new work from ideas stage into production and into the market place through:

- Two Forums (Open to all): Second one 25th June
- Hidden Polymers Programme (one-to-one sessions and half-day modules) - Marion Ingle
- Making it Digital (collaboration with Cornwall) – Tamsin Godfrey and Justin Marshall
- 1-2-1 surgeries
- Specialist Interest Sessions
- Product Review and Pricing – UBS Investment Bank
- Practice to pitch your ideas successfully – UBS Investment Bank
- Hidden Art Select 08

1-2-1 SURGERIES

- For Innovative Routes to Market members
- one 1 hour session per person per year
- Book in advance
- Dates are in support leaflet
- Further details amy@hiddenart.co.uk

SPECIALIST INTEREST SESSIONS

- For Innovative Routes to Market members
- To informally discuss problems and share solutions with peers
- Every two months from 10 – 12noon at Mazorca Projects
- Dates are in support leaflet
- Signing in form at desk

SPECIALIST INTEREST SESSIONS

Topics:

- China and Overseas Manufacture – 1 April
- Identifying your Market and Product Placement – 10th June
- Encouraging Collaborations – 22 July
- Alternative Routes to Market – e-selling and other events. 9th September
- Budgeting and Pricing – 14 October

SUPPORT FROM UBS INVESTMENT BANK

Product Review and Pricing

Thursday 13 March at own studio

- Either 2 hours in morning or in afternoon
- Open to Innovative Routes to Market members
- Advice on optimising sales and reducing costs, focusing specifically on pricing and revenue structures.
- Signing in form at Desk and further details in pack.
- Email amy@hiddenart.co.uk background details on company, and prices, cost structure of the products you would like reviewing.

SUPPORT FROM UBS INVESTMENT BANK

**Practice to Pitch your ideas successfully , 3rd
April at UBS Investment Bank**

- Open to Innovative Routes to Market members
- Advice on presenting your business ideas to a UBS panel.
- Your presentation will follow with feedback.
- Signing in form at Desk and further details in pack.
- Email amy@hiddenart.co.uk if interested

ANY QUESTIONS?

amy@hiddenart.co.uk