

TEES VALLEY

YOUNG CREATIVES



TEES VALLEY MAYOR



Tees Valley Young Creatives Networking Evening - Thurs 8 April 2021

Closed captioning, the Zoom chat facility, and reaction buttons will be enabled to help you interact.

We'll be aiming to keep things as informal, pressure-free, and accessible as possible. Grab a cuppa before we start. Pop to the toilet whenever you need to. Stay and hang out for a while after workshops.

Some members may join without video for access reasons, and this is absolutely ok. It's always great to put names to faces though, so feel free to add a photo to your Zoom profile if you wish.

Your guest creatives understand that some people don't feel confident interacting. They'll aim to ask the whole room for responses instead of individuals. Please feel free to message Sonya, Jake, Lucy, or speakers privately on the chat feature if you'd prefer us to ask a question for you.

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| 6.55pm – 7pm | Network members arrive via the network evening Zoom link. This will be provided via email after 12pm on the day of the event for security purposes. |
| 7pm | Introduction to the night / speakers Updates about what's happening / opportunities for the network |
| 7.15pm – 8.15pm | Choice of Zoom breakout room workshops (details on following page) |
| 8.15pm – 8.30pm | Chance to catch up, hang out with other members, or just listen to others. Opportunities to ask any questions, or let us know if you need support with anything. |

Your next guest creatives and workshops / masterclasses...

You'll be able to choose your preferred session via private Zoom chat message to Sonya at the start of the evening, or we can randomly allocate you.

Workshop details, including anything you may need to bring / prepare in advance are on the following pages.

How to Start Out, Thrive, and Survive As a Freelance Filmmaker

Elvis Katoto, RTS Award-winning Filmmaker and Content Producer

Elvis has over 15 years' professional experience in the media industry, with outstanding achievements including a Royal Television Society Award, and IMDB credits. With a BA Hons Degree in Media and Television Production, and an MA in Film production, Elvis is a highly regarded and sought after filmmaker and content creator, based in the Tees Valley.

Alongside his expertise in filmmaking and directing, Elvis is hugely experienced in video / photo journalism, social media management, and content creation, with diverse skills in self-shooting, editing, graphics and design. He has a fantastic reputation as an energetic self-starter and team builder, who's able to navigate high-stress situations, and achieve goals on time and under budget.



Whether your future career in the cultural industries lies in media, filmmaking, production design, scriptwriting, or screen performance – you'll never be working alone in a creative 'bubble'. From the director to props and costume designer; every professional listed in the credits has had to be aware of how their role 'fits' alongside other people's... and how the process has been brought together.

To get the best head start in your professional freelance specialism, you'll also need to know what related industry creatives experience. Their insights can inform the skills, understanding, and approaches you bring to the table, and give you the edge over your competition.

Creative freelancers are collaborating in filmmaking in more diverse ways than ever before – from illustrators working on live performances involving video projection, to actors auditioning for roles using self-tapes, or graphic designers creating visuals for documentaries showcasing at festivals. Gaining insights into the whole process, from developing a showreel / portfolio, to approaching others to make your vision happen, and building good practice when working on set are vital for anyone whose cultural freelance work may incorporate the media industries too.

This workshop will mainly be talk based, with some screen sharing from Elvis. There will also be opportunities for you to ask questions verbally, or through the chat function if you wish.

Elvis will discuss his work and freelancing as a filmmaker / content creator, which may include:

- What to expect as a freelance filmmaker based in the Tees Valley
- How to find freelance opportunities or approach funders / clients with ideas (especially in the North East)
- How to develop a showreel / portfolio / self-tapes, and a reputation, when you're limited on professional experience and budget
- Negotiating pricing your skills, experience and work... and how to decide if unpaid opportunities (eg, internships) can be valid to building your career
- Set etiquette, finding the right people to collaborate with, good practice, and industry tips for working well with others
- How to find a balance with wellbeing, keeping your values, creative integrity, and paying the bills as an early-career filmmaker

Ignite: Ideas Generator

Jenny Donaldson, JD Consultancy

Jenny originally trained in Performance and Events Production, and now specialises in financial literacy and enterprise. Throughout her extensive experience as a Freelance Consultant, Economic Development Officer, and Self-Employment Coach, she has built a strong reputation for supporting creatives to understand and set up everything they need to manage the practical side of their careers.

Jenny has managed a large case-load of clients, and coached them through business planning, ideas generation, market research, pricing, customer service, and cash-flow forecasting. Her insights have enabled a diverse range of creatives to start out; from registering as a business, to accessing finance options such as loans, grants, government initiative schemes, and corporate investments.



As a creative freelancer – you are ‘your own business’. In this workshop, Jenny will help you identify which legal structure best suits you, and how to register as a business and for self-assessment.

As you become your own boss you might have many questions, such as... What sort of bank account will I need? Who do I pay my taxes and National Insurance to? Are there any expenses I can claim back? What type of insurance might I need? How can I protect my work if a contract falls through? You’ll explore the best options for your freelance work, and learn how to begin putting these in place.

You’ll also find out how to get started with free online courses in business and enterprise, as well as useful hints and tips for effective promotion, advertising, and marketing to ensure you get your services, products, or events in front of paying customers and commissioners. Finding and keeping these people is essential, and knowing where to pitch yourself can be the difference between success and failure.

As a freelancer, taking risks is unavoidable, but you’ll explore how to calculate these, and ensure you invest your time in the best ways to make sure you’ve got everything covered.

In preparation for this workshop, you’ll need to have **thought** about:

- Any start-up costs and materials you might need in order to get started.
- Will you be freelancing on your own, or with somebody else who compliments your offer?
- Where will you be based?
- If you're working from home how will this affect others in your household?
- Will you have to let your landlord or mortgage provider know?

As well as using the chat facility, you can send specific questions to Sonya ahead of this workshop at sonya.curle@arconline.co.uk. Jenny will cover these in a 10 minute reflection at the end of the session.

At the end of this session you’ll be given a business plan template with guidance notes. To give your freelance career the best head start, you should aim to complete this by Thursday 21 April, when Jenny will be back to deliver a further masterclass. Jenny can then offer feedback and support tailored to your needs; which could include referrals for free expert advice in accountancy, marketing, or if possible, to start securing work as soon as possible.