

We are delighted to share our second **Creative Entrepreneurs Online (CEO) e-newsletter**



Keep in touch

Visit our website for more project news and info
www.ceo-project.eu

Follow us on **Facebook**
or join our **CEO LinkedIn Group**



Who is involved?

Creative Entrepreneurs Online is delivered by five organisations from Poland, UK and Ireland. They include Poland's largest chamber of commerce, a statutory enterprise centre, a non-profit entrepreneurship association and two specialist curricula and training content providers, who all share a commitment to excellence in teaching and training for creative sector entrepreneurs.



The Irish partners Momentum www.momentumconsulting.ie are based in Co. Leitrim

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This programme has been funded with support from the European Commission



A reminder... What is CEO?



CEO is an Erasmus+ funded project to support the establishment of sustainable, cross-sector collaborative relationships between VET providers, HEIs, and wider stakeholders via the creation of 3 Regional Alliances in Ireland, Poland and Northern Ireland.

Education

Our **FREE** course “Be a CEO” will offer an intensive blended learning experience to help creative entrepreneurs to set up online and sell in 30 days. This course will be available on our website in April 2017.

Partnership

Contribute to the establishment and participation in a Creative Entrepreneurship Alliance. We will develop a toolkit to assist and train regional stakeholders to re-create this Creative Entrepreneurship Regional Alliance in their own regions. This toolkit will comprise a programme of learning actions and guidance.

Our project website is live and will explain in more detail all that we are working to achieve.

Check it out: www.ceo-project.eu



THE BENEFITS FOR YOU AS A CREATIVE ENTREPRENEUR

By participating in the **CEO course** you will be able to set up online and actively selling your products and services within 30 days. You will benefit from:

- ✓ Accessible, practical professional training and support available on an on-demand basis (online, mobile, tablet) or via a classroom course.
- ✓ Increased understanding of new emerging business models centred on digital communication technologies.
- ✓ Practical knowledge of how to engage in social media and live-time marketing
- ✓ Learning how to commercialise products and services in online marketplaces and outsourcing communities
- ✓ The ability to raise funding through crowd sourcing; how to engage in virtual networking and much more
- ✓ Improved awareness of your role as part of a growing community of creative entrepreneurs and understanding the potential for collective action.

CEO

News from Ireland



Establishment of a Creative Entrepreneurship Alliance in the North West of Ireland

Our Irish CEO project Partners Momentum are working to form a Creative Entrepreneurship Alliance in the North West of Ireland.

So far two meetings have been held with a very good cross representation from creative entrepreneurs, craft producers, educators, enterprise agencies and policy makers.

Huge interest has been registered in the "Be a CEO" course against the Alliance.

The group are currently working on an Action Plan of what they would like the Alliance to achieve.

One action currently being realised is the mapping of the existing supports available for creative entrepreneurs in the Region. This will be a very useful tool for all existing and aspiring creative entrepreneurs and will signpost them to places where they can go for funding, mentoring etc.

Stay tuned for more news in the next edition of this e-zine.

Benefit from & Contribute to CEO

Interested in finding out more and getting involved?

Momentum invite you to be part of forming a Creative Entrepreneurship Alliance in the North West of Ireland. Creative entrepreneurs, craft producers, educators, enterprise agencies and policy makers are all invited! We can make exciting things happen by creating Ireland's first creative entrepreneurship Alliance.

To get involved please email Orla Casey on orla@momentumconsulting.ie



First Meeting of the Creative Entrepreneurship Alliance in Ireland.



CEO

Case Studies from Northern Ireland

Meet Johnny Frazer Johnny Frazer Photography



Johnny is an award winning wedding and portrait photographer based in Belfast. After leaving school 2 years ago Johnny set up his photography business using social media as his main source of marketing.

The use of Instagram and Facebook have helped Johnny get recognised as a young artist and helped him progress from shooting school formals and events to destination weddings and for established fashion blogs. Johnny also sells a range of landscape images which he uses his Instagram and Facebook page to advertise.

Here he shares some of his experiences and tips with us:

Which platform brings in the most sales for you?
Facebook

What are your 3 top tips for people who want to start selling online?

- Tip 1: Regular updates on Social Media
- Tip 2: Use high quality images & infographics
- Tip 3: Develop your own style and identity

Find out more about his work and contact him directly at www.johnnyfrazer.com

Give Johnny's Facebook Page a like www.facebook.com/johnnyfrazerphotography

Meet Mel Boyle OMMactive Ltd



Mel, former Head of e-commerce in the UK's largest multi-brand Jewellery Retail Company, has developed a range of Northern Irish nature inspired positive energy activewear and recently just launched its first range in October 2015 at the largest UK yoga show.

The activewear range has inherent qualities in the fabrics to enhance performance and each garment has a positive energy symbol to enhance wellbeing.

Mel has a proven track record over 8 years in ecommerce and retail, building an online Jewellery business from a small operation to a successful and highly profitable section of the business and therefore understands the value of e-commerce and online marketing!

What platform do you use to convert sales?
Shopify (come visit)

Tell us about some of your online marketing...

We carry out a range of activities, including Facebook and Twitter. Our Twitter engagement has been a good driver for generating brand exposure and since Q4 of 2015 we are up to over 750+ followers.

See more of Mel's product range and online marketing messages at <https://twitter.com/ommactive>



Other CEO Stories we love and useful links!

1. Have a read at the [Top 30 Reasons to become an online entrepreneur!](#) #beaCEO

2. [Eight tips for success in the creative industries from the British Council](#) #BeACEO

For lots more interesting articles - check out our Facebook Page:



www.facebook.com/CreativeEntrepreneursOnline

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Spotlight on supports in Ireland:

LEO ONLINE TRADING VOUCHERS IRELAND

Small businesses throughout Ireland can apply to the government for digital vouchers to the system in helping their businesses trade online. The objective of the scheme is to help small businesses grow their sales, exports and ultimately jobs. Businesses are permitted to apply for one voucher each, up to a value of €2,500 (matched funding).



Who is eligible?

The vouchers are targeted at businesses that have a limited online trading presence less than 10 employees turnover less than €2million applicants must be registered and trading for minimum of 12 months