

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



Keep in touch

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

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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” offers an intensive blended learning experience to help creative entrepreneurs to set up online and sell in 30 days.

Partnership

We have developed a toolkit to assist and train regional stakeholders to create a Creative Entrepreneurship Regional Alliance in their own regions. This toolkit comprises of a programme of learning actions and guidance.

In the sections that follow we will explain in more detail all that we have achieved.

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

Guide to Implementing our Resources



1. CEO Toolkit

What is it

Our CEO Regional Alliance Toolkit is a policy document which encourages those who support the Creative Sector – Higher and Vocational Education Providers, Business Support Agencies and Local Government to come together in a unified approach to make their regions more supportive environment for creative entrepreneurs.

How to use it?

Regional Alliance development is an ongoing process from formation to implementation, maintenance and achievement of goals. The process is not linear and rigid but flexible.

The following are the key steps in the process:

1. Planning the process
2. Defining the regions
3. Identifying current initiatives, programmes & strategies, and possible gaps & needs
4. Identifying key stakeholders
5. Establishment of Alliances
6. Action Planning

Practical Resources in the Toolkit to help you set up your Regional Alliance

- Tool 1: Secondary Sources Research Template
- Tool 2: CEO Creative Sector Directory of Support
- Tool 3: Summary of Key Regional Alliance Stakeholders
- Tool 4: CEO Regional Alliance Commitment Charter
- Tool 5: Action Steps Template

Where to find it?

Download it: www.ceo-project.eu/toolkit



2. CEO Regional Alliances



What are they?

Creative Entrepreneurship Online created unique innovative partnerships among Vocational and Higher Education Institutes (VETs & HEIs), Enterprise bodies and Entrepreneurs in three countries – Poland, Northern Ireland/UK and Ireland. These partnerships, along with improved training and access to online business models, were designed to help SME's grow professionally and ultimately lead to commercial success in domestic and international markets.

How to learn from them?

Each of the Alliances in Poland, Northern Ireland/UK and Ireland were unique in structure and each worked to achieve a tailored set of aims in appropriate to the needs and opportunities for CEO's in their respective countries.

For example:

In Poland:

In Northern Ireland

In Ireland:

How to create your own CEO Regional Alliance?

1. Start by learning all you can about the three Alliances formed to date – (insert links)
2. Download the CEO Toolkit which offers a guide to creating a CEO Regional Alliance
3. Get in touch with the CEO project partners who will provide further guidance on assistance to you about the process. We are happy to share our best practices and experience of challenges we met along the way.



Polish Regional Alliance Meeting



Launch of the CEO Toolkit NI/UK



Irish Regional Alliance Meeting



3. CEO

Classroom and Online Course – How to be a CEO?!



What is it

The CEO course curriculum is available in two formats.

- A classroom course for teachers, lecturers and tutors to assist them in teaching, encouraging and supporting creative entrepreneurs in the field of Creative Industries. The classroom course has three main components - 1. PowerPoint/PDF presentation 2. Trainer's Guide 3. Learners Workbook
- An online course for those interested in the Creative industries, the course will help them gain a better understanding of the actual industry, how to develop their entrepreneurial skills and how highly employers value innovative individuals. The goal of the course is to empower individuals to become creative entrepreneurs through online services.

The course has 7 modules, these are:

Module 1: Why Sell Online

Module 2: Ready to get Started Selling Online

Module 3: Online Marketplaces for Selling your products

Module 4: Monetise your Knowledge and Sell your Skills

Module 5: Successfully Selling Online

Module 6: Ecommerce Pricing to get Paid

Module 7: The Small Print

How to use it?

The course can be delivered as a complete curriculum or parts of it might be integrated to supplement other courses. All materials are provided as open source and each section of this course offers a variety of additional online materials such as case studies and activities about the topic.

As some learners might want to learn the content (or just parts of it) individually, all modules and additional learning resources are provided online.

Teachers and tutors can also use the course on their own for professional development. Information about how we suggest the materials can be used are provided in the teachers guide.

Where to find it?

Both the Classroom course and online course are available online: The classroom course can be downloaded as a zip file. The online course is a specially designed online learning programme which you can access at a time that suits you

New FREE online course
Be a Creative Entrepreneur Online



<https://ceo-project.eu/training/>

Erasmus+ project

CEO

Impact of our project



CEO Course Testimonials – VET Providers

“I love this course and have used modules to augment for marketing skills training with young entrepreneurs here in Ireland, very well done all. I will be using the course more extensively in our VET school in September.” - **VET Provider, Ireland**

“I think that the course is brilliant, steeped in 'real' actionable tasks for entrepreneurs. The content has got me thinking in lots of new and creative ways. Thank you for developing such great materials.” – **VET Provider, Northern Ireland**

“” – **VET Provider, Poland**

CEO Course Testimonials - Entrepreneurs

“” – **Creative Entrepreneur, Poland**

“Great course - very practical, lots of signposting for additional learning which is great.” - **Creative Entrepreneur, Ireland**

“Love this very practical and engaging course, great content, great examples and I am implementing many of the exercises in my new creative business - it has fast tracked the development of the ecommerce side of my business considerably” **Creative Entrepreneur, Northern Ireland**



CEO Impact of our project in numbers



XX downloads of the CEO Toolkit

3 Regional Alliances formed in Poland, Northern Ireland/UK and Ireland

XX stakeholders involved in these Regional Alliances

XX the number of creative entrepreneurs trained to date

XX the number of training organisations who have expressed an interest in the delivering the CEO course in future

XX the number of CEO classroom course resource

XX visitors to the CEO website to date

Stay in touch and keep learning!

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

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