



You can make it - taster Saturday

Are you running, or considering launching, a creative business? Are you thinking about teaching craft classes? Struggling to successfully photograph your work? Wanting to Instagram to promote your work?

Then the Saturday taster day of this year's biggest metal clay event, 'You Can Make It', Wareham, Dorset is for you. It's a day filled with talks by amazing tutors, authors, and artists, unmissable for anyone with a small creative crafting business.

You'll get invaluable tips on marketing, using Instagram to sell your work, teaching, promotional photography, and how to price your work - and much more! You'll also be able to network with other makers, and some amazing tutors and presenters. Between 9.15 - 17.00 we are running two tracks of talks and demos held by world-renowned tutors, TV presenters, and authors. You're free to jump between the two tracks.

A Taster Ticket includes: 6 talks and demos, two coffee breaks, lunch, and dinner. A very exciting goodie bag. Access to the Make It Market, a shopping haven for any jewellery maker, and the evening events, which include a fantastic raffle! You won't get hands-on making, but you'll leave filled with inspiration, ready to hit the studio!

The track called **"PROMOTING AND RUNNING YOUR CREATIVE BUSINESS"** is invaluable for anyone promoting and running a creative business - whatever industry you're in. The other track, **"ADDING NEW TECHNIQUES TO YOUR METAL CLAY WORK"**, will inspire you to extend your metal clay skills!

Presenters in track 1 - Promoting and running your creative business

- Emma Mitchell. Guardian and Countryfile Magazine columnist, author, featured on BBC Countryfile Winter Special. Emma is holding two talks about using Instagram and Twitter to sell your work. Emma **really** knows what she is talking about, with a staggering 106,000 followers on Instagram and close to 16,000 followers on Twitter. This is an invaluable chance to hear Emma's insight on how to promote yourself on social media.
- Melanie Blaikie. Experienced tutor, designer/maker, adviser, and author. Melanie shares valuable tips on teaching, lesson planning, and delivery. Melanie will also discuss how to best promote your classes.
- Sian Hamilton. Editor of Making jewellery, metal clay tutor and author. Sian is talking about photography and pricing - both vital to any creative business! She'll discuss styling and lighting and editing photos. And in the pricing talk, show you how to work out costs and expenses - Sian will share a great pricing spreadsheet!

Presenters in track 2 - Adding new techniques to your metal clay work

- Julia Rai - Founder of Metal Clay Academy, Craftcast tutor, and author. Julia will show how to make threaded closures from metal clay. Create your own bottles or pots with screw-on lids!
- Joy Funnell - Award winning metal clay and enamelling tutor, Craftsman of the Guild of Enamellers. Joy is holding two demos, one sharing some amazing techniques for setting stones in metal clay, and one exploring how to use a Silhouette Curio cutter with metal clay - you can use it to engrave and cut out designs!
- Leigh Armstrong - Magic Minx Productions, artist, tutor, and Hochanda TV presenter. Here Leigh spills all her secrets on how to make your own moulds to use with metal clay. Replicate anything in silver!
- Lis-el Crowley - founder of Metalclay Artisan Guild, CT, USA, artist, tutor, and creator of Metal Clay Mojo Conference. Lis-el is sharing her successful techniques on making coils in metal clay - mastering this is a must for any metal clay user!
- Petra Cameron - the founder and main organiser of the 'You can make it' event, tutor, and owner of Metal Clay Ltd. Petra is demonstrating Keum-Boo; a great way to apply controlled gold designs, adding some warmth to your silver.

Plus - during the evening Art Clay Japanese metal clay master Jin Matsushita will demo some very exciting new metal clay techniques for us. Jin has been the Chief of Planning team at Aida for over 15 years, where he has developed and planned new designs and technique for Art Clay.



Saturday 17 March 2018

Springfield Hotel, Wareham, Dorset

8.50 - 9.10

REGISTRATION - IN HOTEL MAIN FOYER

9.15-12.20

Promoting and running your creative business	Adding new techniques to your metal clay work
9.15 Sian Hamilton Photography for successful marketing	Leigh Armstrong Magic Minxy mould making
11.05 Tea/coffee 10.15 Melanie Blaikie 'Teach'	Petra Cameron Keum Boo on Silver
11.30 Emma Mitchell How to use Instagram to sell your work	Julia Rai Threaded closures

12.20-13.45

MAKE-IT SHOPPING MARKET OPEN

12.30-13.30

LUNCH

15.35
Tea/coffee

13.45 Sian Hamilton Pricing your work	Joy Funnell Curious about the Curio?
14.45 Melanie Blaikie 'Teach'	Lis-el Crowley Working with Coils
16.00 Emma Mitchell How to use Twitter to sell your work	Joy Funnell Stonesetting A-Z

16.50 - 20.00

MAKE-IT SHOPPING MARKET OPEN

Presentation from Art Clay Japanese Master

Dinner and Evening activities
Raffle

21.00

FINISH - BAR STILL OPEN FOR NETWORKING

Book your ticket now:

www.youcanmakeit.co.uk