

MONDAY JANUARY 15th



THE GOLDSMITHS' COMPANY

"GETTING STARTED"
An Introduction to Business
for Jewellers & Silversmiths
PROGRAMME 2007

**11.30 REGISTRATION AND
COLLECTION OF WORK**

12.30 SANDWICH LUNCH

Guests:
Peter Taylor, Karin Paynter, Rosemarie Ebdon, Heather Ferguson - The Goldsmiths' Company

1.00 WELCOME AND INTRODUCTION
Peter Taylor - Director Technology & Training, The Goldsmiths' Company

1.30 THE GOLDSMITHS' COMPANY - AN OVERVIEW
Warren Benbow - Assistant Clerk, The Goldsmiths' Company

2.00 USING THE COMPANY LIBRARY
Jane Bradley - Assistant Librarian

2.30 COFFEE

3.30 HALLMARKING AND THE ASSAY OFFICE LONDON
Andy Waker - Manager, Assay Office London Greville Street

4.30 OUR JEWELLERY WORLD: Trends, Themes & Inspirations
Vivienne Becker - acclaimed jewellery historian, journalist & Jewellery Editor of Harpers & Queen

**5.15 INFORMAL RECEPTION
(5.15-7.00PM)**

TUESDAY JANUARY 16th

9.30 INTRODUCTION TO THE DAY
Peter Taylor

9.35 THE EXHIBITOR'S CHECKLIST
Isobel Dennis - Event Director, New Designers

10.45 COFFEE

11.00 CREATING A PR PLAN
Judy Head, HCA Ltd

12.15 LUNCH

Guests:
Ruth Facey - ACJ, Isobel Dennis, Mark Smith TH March Insurance, Judy Head - HCA, Nigel Bates - Artifex Gallery

1.15 THE BUYER'S PERSPECTIVE
Nigel Bates - Director, Artifex Gallery

2.15 PLANNING YOUR BUSINESS
Sheila Ritchie - Managing Director, Elm Training

3.30 COFFEE

3.45 PLANNING YOUR BUSINESS (continued)

5.15 PLenary SESSION

WEDNESDAY JANUARY 17th

9.30 INTRODUCTION TO THE DAY
Peter Taylor

9.35 GETTING STARTED - SOURCES OF FUNDING
Peter Taylor - Director Technology & Training, The Goldsmiths' Company

10.15 COFFEE

10.30 LIFE AS A FREELANCE JEWELLERY DESIGNER
Cressida Lowery

11.15 LIFE AS A DESIGNER JEWELLER
Jane Adam

12.00 LUNCH

Guests:
Geoff Field - Chief Executive, BJA, Jane Adam, John Fortescue

1.00 PREPARING A WINNING CV
John Fortescue - Consultant, Hanover Fox Recruitment

2.00 WHAT REALLY HAPPENS AFTER GRADUATION?
Sarah Hutchison - Designer Maker & Getting Started graduate 2005

3.00 COFFEE

3.15 WHY MANUFACTURE YOUR WORK?
Peter Taylor - Director Technology & Training, The Goldsmiths' Company

4.00 PLenary SESSION

THURSDAY JANUARY 18th

9.00 INTRODUCTION TO THE DAY
Peter Taylor

9.05 A JOB IN MANUFACTURE - IS IT FOR ME?
Patrick Fuller - Vice Chairman, Weston Beamor

10.00 COFFEE

10.15 DISCUSSION "Employment or Self-employment?"
Sarah Hutchison, Martyn Pugh, Patrick Fuller, Chris Knight, Charlotte Gorse. Chaired by Peter Taylor

12.00 LUNCH

Guests:
Charlotte Gorse, Patrick Fuller, Martyn Pugh, Mark Grimwade, Sarah Hutchison

1.00 COSTING AND PRICING - WHAT IS YOUR WORK REALLY WORTH? (Workshop Session)
Martyn Pugh - Silversmith

2.30 COFFEE (during workshop)

3.30 ASSERTIVENESS
Sheila Ritchie - Managing Director, Elm Training

5.00 GET READY FOR RECEPTION

5.30 NETWORKING AND TALKING ABOUT YOUR WORK
Sheila Ritchie

**6.00 FORMAL RECEPTION
(6.00 - 8.30PM)**

FRIDAY JANUARY 19th

10.00 INTRODUCTION TO THE DAY
Peter Taylor

10.05 SOURCING GEMS & PRECIOUS STONES
Jason Holt - Director, R. Holt & Co

11.00 SOURCING PRECIOUS METALS
Jerry Arkinstall - Managing Director Argex Ltd

11.45 COFFEE

12.00 KEYNOTE SPEAKER
Stephen Webster - Jewellery Designer of the Year 2006

SANDWICH LUNCH/BREAKDOWN
Guests: Jason Holt, Jerry Arkinstall, Stephen Webster

Refreshments and lunches will be provided in the Exhibition Room throughout the course.