

MONDAY 19th JANUARY	TUESDAY 20th JANUARY	WEDNESDAY 21st JANUARY	THURSDAY 22nd JANUARY	FRIDAY 23rd JANUARY	
 <p>THE GOLDSMITHS' COMPANY</p> <p>"GETTING STARTED" for Jewellers & Silversmiths PROGRAMME 2009</p>	9.30 INTRODUCTION TO THE DAY: Peter Taylor	9.30 INTRODUCTION TO THE DAY: Peter Taylor	9.30 INTRODUCTION TO THE DAY: Peter Taylor	10.00 COFFEE	
	9.35 CAREER OPTIONS IN THE INDUSTRY: Peter Taylor The Goldsmiths' Company	9.35 WHY PLAN YOUR BUSINESS? Sarah Palmer Palmer Hamilton Partnership	9.35 ME AS A BRAND! Amanda Mansell & Co. Designer, Author, Retailer	10.05 INTRODUCTION TO THE DAY: Peter Taylor	
	10.30 COFFEE	10.30 COFFEE (during session)	10.30 COFFEE	10.10 OUR JEWELLERY WORLD: Trends, Themes and Inspirations Vivienne Becker, Acclaimed jewellery historian and writer	
	10.45 LIFE AS A MAKER & RETAILER: Jos Skeates EC One	10.30 HOW TO DEAL WITH GALLERIES: Nigel Bates Director, Artifex Gallery	10.45 HOW TO PREPARE A WINNING CV: John Fortescue Consultant, Wickland Westcott	11.15 COFFEE	
	11.00 REGISTRATION & COFFEE	11.30 MAKING THE MOST FROM EXHIBITIONS: Isobel Dennis Event Director, 'New Designers'		11.30 AN ETHICAL BUSINESS: Vivien Johnston Fifi Bijoux	
	11.30 WELCOME AND INTRODUCTION: Peter Taylor - Director Technology & Training, The Goldsmiths' Company	11.45 LIFE AS A COMMERCIAL DESIGNER: Liz Olver Employed Designer, Author, Lecturer	12.00 LUNCH	12.00 SUMMATION	
	12.00 SANDWICH LUNCH	12.45 LUNCH	12.30 LUNCH	12.30 KEYNOTE SPEAKER: Stephen Webster	
	Guests: Peter Taylor, Rebecca van Rooijen, Heather Ferguson, Rosemarie Ebdon, Tiffany Browne, David Beasley, Eleni Bide, Dr Stuart Devlin, Sally Dodson, Paul Waller Alison Blower (Assay Office London)	Guests: Jos Skeates, Liz Olver, Jason Holt, Jane Adam and Shaun Leane & Olivia Norman (Shaun Leane)	Guests: Sarah Palmer, Nigel Bates, Isobel Dennis Martyn Pugh and Mark Smith (T.H. March), Sheila Teague & Gary Wright	12.30 KEYNOTE SPEAKER: Stephen Webster	
	1.00 TOUR OF THE HALL: David Beasley, Librarian Delegates to split into three groups & rotate	1.45 MANUFACTURING - A VIABLE CAREER ROUTE? Jason Holt Holts Lapidary	1.15 COSTING & PRICING - WHAT IS YOUR WORK REALLY WORTH? (Workshop Session) Martyn Pugh, Silversmith	1.00 HOW TO PREPARE A PR STRATEGY: Judy Head HCA Ltd	1.30 LUNCH
	2.00 TOUR OF LIBRARY: Eleni Bide, Assistant Librarian	2.45 LIFE AS A SELF EMPLOYED JEWELLER: Jane Adam		2.00 HOW TO UTILISE SOCIAL NETWORKING: Rebecca van Rooijen benchpeg	Guests: Vivienne Becker, Vivien Johnston, Stephen Webster and Geoff Field (BJA, RJC), Richard Patterson & Victoria Finch (City Fringe Partnership)
2.00 COFFEE (throughout session)			2.30 CRAFTSMANSHIP & DESIGN AWARDS Brian Marshall	2.30 BREAKDOWN & CLOSE	
2.40 SUBMISSION OF WORK: in the Exhibition Room	3.45 COFFEE	3.00 COFFEE (during workshop)	2.45 COFFEE (during workshop)	Assistance with: • Craftsmanship Design Awards Submissions • City Fringe Partnership Grant Applications • Assay Office London Registration	
3.20 TOUR OF ASSAY OFFICE: and Assay Office London DVD Alison Blower, Assay Office London	4.00 WHAT IT IS REALLY LIKE TO RUN A BUSINESS David Marshall David Marshall Ltd	3.15 SOURCES OF BUSINESS FUNDING: Peter Taylor Director Technology & Training	3.00 YOU AS A BRAND: Gillian Campbell, Marketing Director and Mark Arn, Creative Director Heard Creative	Refreshments and lunches will be provided in the Exhibition Room throughout the course.	
4.00 THE GOLDSMITHS CENTRE Dr. Stuart Devlin A.O., C.M.G. Peter Taylor		4.15 TRADITIONAL & ONLINE RETAIL: Sheila Teague & Gary Wright Wright & Teague			
5.00 PLENARY SESSION	5.00 PLENARY SESSION	5.15 PLENARY SESSION	5.00 GET READY FOR RECEPTION		
5.15 INFORMAL RECEPTION: 'Meet the Staff' - Hall & Assay (5.15PM - 7.00PM)			5.30 HOW TO NETWORK: Corinne Julius		
			6.00 FORMAL RECEPTION: Industry Networking Evening (6.00PM - 8.30PM)		