

# Creative Directions

## One to One Mentoring for Makers



Creative Directions is a tailored one to one business mentoring programme, for individuals or small creative businesses, delivered by award winning businesswoman Rachael Chambers. Rachael has a wealth of knowledge as a gallery owner, writer / journalist and an exhibition selection judge and is willing to share her knowledge and expertise to help forward those working in the craft and design industries.

Rachael Chambers is the owner of the multi-award winning Ferrers Gallery and Contemporary Craft Editor of craft&design magazine. Rachael was East Midlands Business Woman of the Year 2008 and Leicestershire Rural Business Woman of the Year in 2006. Rachael has a BA(Hons) degree in design and over 15 years experience in Arts, Tourism and Education marketing. Rachael runs regular Marketing for Makers one day courses at Ferrers Gallery and participates in talks and workshops around the country. Rachael is on several exhibition and organisation selection panels.

Programmes can be tailored to suit with a two hour session costing just **£50+VAT**.

In many cases a two hour session is often enough of a boost to get most individuals moving in the right direction.

Possible subject areas may include;

- Approaching a gallery with work
- Pricing and Sale or Return Guidelines
- Cost effective Marketing material
- Approaching new markets
- Expanding product range to suit a commercial market



For more information  
or to book a session please  
contact Rachael on **(01332) 863337**  
or **info@ferrersgallery.co.uk**