Nathan Sherman winner of Young Irish Composers’ Competition. Image courtesy of Bank of Ireland.

The award winning Lewis Glucksman Gallery UCC. Image copyright Lewis Glucksman Gallery.

Cover image: 0121-1110-10210, by Lee, Jae-Hyo part of the Sculpture in Woodland collection in Coillte’s Devil’s Glen Forest, Co. Wicklow.

Nathan Sherman winner of Young Irish Composers’ Competition. Image courtesy of Bank of Ireland.
Business to Arts enables the sharing of talents and resources between the arts and business communities in Ireland. Funded by both our arts affiliates and business members, we provide a unique range of services for the arts, bringing expert organisational training within easy reach. Business to Arts gives companies the opportunity to broaden their view of how the arts can assist business, for example through art for the workplace, arts based training, and arts sponsorship.

Learn
Learning on the job never stops. From administrator to director level, each day presents its own set of unique challenges. Business to Arts training and support makes the highest quality training available to the arts while stretching budgets further than you might think.

So what do you need to do your job better? Sometimes part of the task is simply identifying which skills are needed to carry out your role properly. The Business to Arts Competency Development Programme (developed with the arts sector) supports arts professionals in gaining knowledge, skills and behaviours which enhance performance in key roles and assist with career development. We provide training at up to 80% discount on courses in everything from Marketing and Website Management to Leadership and Presentation Skills. Please see our list of courses on the attached sheet.

Think
You spend a lot of time thinking about your organisation – its artistic output, development, programming, staff, resources, board, as well as the future. At Business to Arts we consider the issues that affect your work and develop points of view informed by our relationships with our affiliated artists and arts organisations.

We are seeking to increase the profile of the creative sector and address issues relating to funding and creative partnerships between the business and arts communities. If you would like to contribute to the debate on philanthropy, title rights and sponsorship, relationships between the private sector and the arts and so on, we would be delighted to hear from you and understand the thoughts and concerns of those on the ‘front line’!

Consult
In addition to providing ad hoc advice and guidance, Business to Arts provides consulting services to the business world, arts organisations and state agencies to address strategic issues relating to arts and business. Whether it’s assisting in creating tailored sponsorship proposals, identifying prospects for partnership, or developing philanthropic programmes, Business to Arts can help your organisation move in the right direction. We have a range of skills within our own organisation and partner with other talented individuals as required.

Business is Open for Business
Creativity is the genesis of innovation and business has a lot to gain from engagement with the arts. With so many ways in which business can provide exciting new avenues for creative work practices, many companies are keen to innovate. So whether you’re a theatre practitioner, writer, conceptual artist or other arts professional, opportunities may well exist for you to use your creative skills in business. Come and talk to us.

Daniel Mullan Award
Business to Arts supports the Daniel Mullan Award for Emerging Arts, Business and Social Entrepreneurs. If you’re within the first three years of starting out – this could be for you. This unique programme which rewards entrepreneurship is open at over €80,000, and comes with access to legal, design, business and financial consultancy. Young arts organisations can apply for entry through Business to Arts.

Business to Arts Affiliates Scheme
Funded by both our arts affiliates and business members, we provide a unique range of services for the arts, bringing expert organisational training within easy reach. Business to Arts gives companies the opportunity to broaden their view of how the arts can assist business, for example through art for the workplace, arts based training, and arts sponsorship.

THE ANNUAL BUSINESS TO ARTS AWARDS
The Business to Arts Awards recognise businesses, artists and arts organisations that bring the arts and artists into the workplace to respond to real business challenges, as well as important sponsorship relationships. Year on year, the awards grow in size and popularity because of the number of interesting projects happening all around the country. In 2008, we received 89 nominations which represent over €6 million of cash and in-kind investment by business in the arts. The awards are a fantastic opportunity to showcase your partnerships and tell your shared stories with business.

Join Us
Through Business to Arts’ training courses, arts-based training for companies, sponsorship assistance, philanthropic consultancy, networking events, and promotional opportunities – there’s a unique range of services accessible to our affiliates. To avail of these and other benefits join us by completing the attached application form and payment procedure.
Business to Arts Affiliate Form

Please help us to understand what your organisation does – the nature of your arts practice i.e. theatre, literature promotion/dance etc. 

NAME OF ORGANISATION

CONTACT PERSON

TITLE

CONTACT ADDRESS

EMAIL ADDRESS

Please insert additional email addresses for staff members such as HR staff who may like to receive our regular training email

WEB SITE

TEL

FAX

MOBILE

NUMBER OF FULL-TIME STAFF MEMBERS

NUMBER OF PART-TIME / SEASONAL STAFF MEMBERS

Organisation size

Individual artists and arts practitioners € 60
Organisation with turnover less than € 100,000 € 100
Turnover between € 100,001 – € 300,000 € 140
Turnover between € 300,001 – € 500,000 € 170
Turnover more than € 500,000 € 200

Cheque made payable to Business to Arts for €
Credit card to be charged with €

NAME OF CARD

CARD NUMBER

EXPIRATION DATE

SECURITY CODE

Please return your completed form and staff training needs analysis to the address below.

Business to Arts Developing Creative Partnerships
44 East Essex Street Temple Bar Dublin 2
T +353 1 672 5336 F +353 1 672 5373
info@businesstoarts.ie www.businesstoarts.ie

Staff Training Needs Analysis Form

Please complete this form with your staff and forward to Business to Arts

Software

☐ Introduction to Computers
☐ Microsoft Word
☐ Microsoft Access
☐ Microsoft PowerPoint
☐ Microsoft Excel
☐ Microsoft Project
☐ Box Office Software
☐ Managing Your Own Website
☐ ECDL
☐ Time Management
☐ Communication Skills
☐ Stress Management
☐ Assertiveness
☐ Effective Writing
☐ Presentation Skills
☐ Telephone Techniques
☐ Dealing with Difficult People
☐ Introduction to Management
☐ Managing People
☐ Managing the Sales Team
☐ Interviewing Skills
☐ Staff Appraisals

Team Building
Dealing with Bullying and Harassment
Disability Awareness
Diversity Awareness
Employment Law
Tax / Holiday pay / PRSA
Contracts
Disciplinary Procedures / Resignations
Health and Safety
Project Management
Strategic Planning
Negotiation Skills
Crisis Media Skills
Managing Meetings Effectively
Board Development
Business Report Writing
Maximum Achievement
Finance for the Non-Financial Manager

Marketing

☐ Introduction to Marketing
☐ Marketing for Arts Organisations
☐ Customer Care in the Arts

Sponsorship

☐ Introduction to Sponsorship
☐ Seeking Skills
☐ Advanced Sponsorship
☐ Making the Pitch for Sponsorship
☐ Negotiating and Influencing for Sponsorship
☐ Understanding Philanthropy and Fundraising

Management in Arts Practice

☐ Diploma in Management Practice for the Arts with University of Ulster
☐ Leadership Development for the Arts

☐ I would be interested in having a business mentor to help with a specific body of work for our organisation.

Your suggestions

If there is a course you would like Business to Arts to offer that we are not currently offering, please write your suggestion here.