

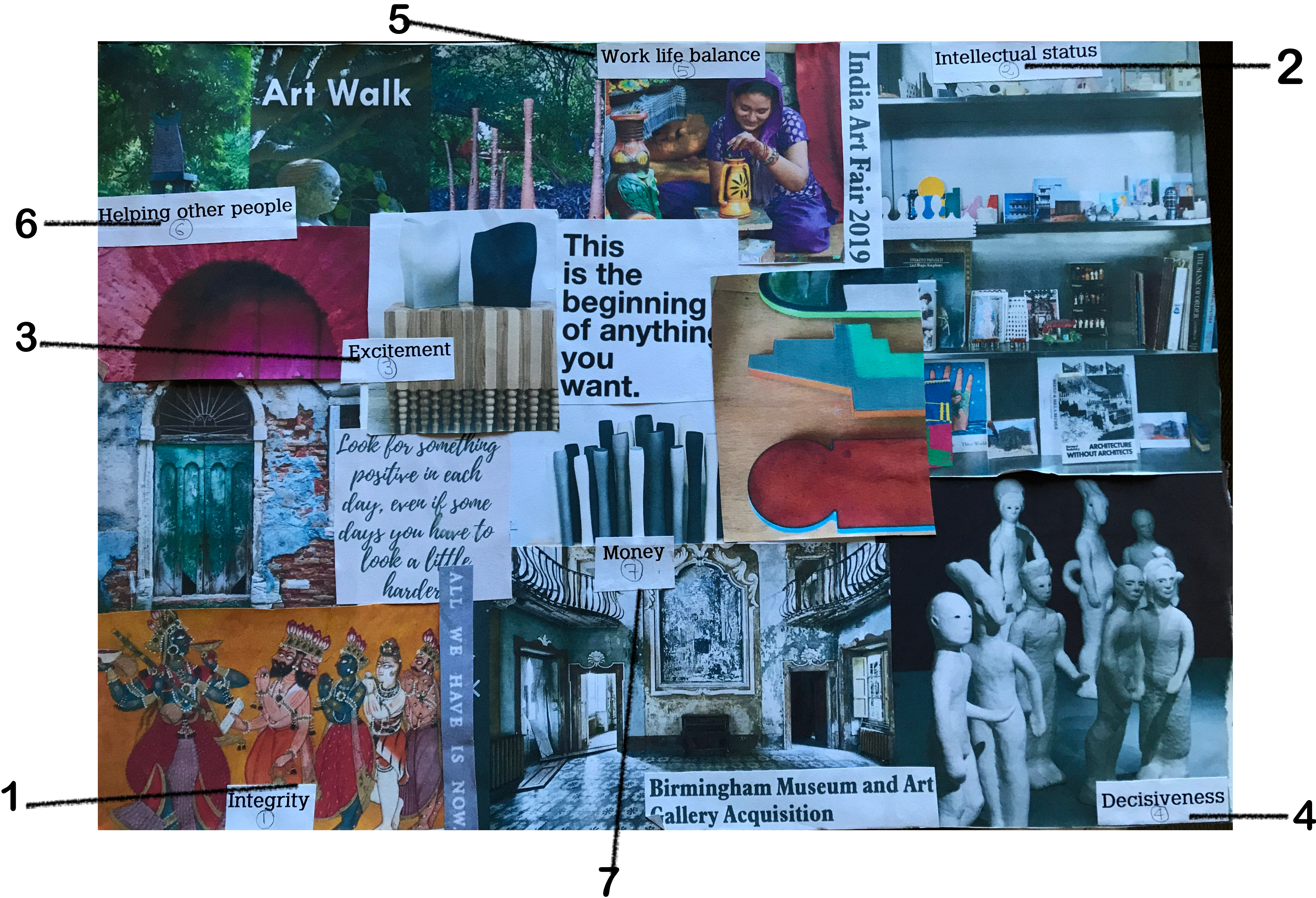
PRATIMA KRAMER



**Crafts
Council**

Hothouse
Support for
emerging makers

Designing your Future & Business Model



Presenting yourself



Importance of captivating audience in a first few seconds and how to leave them either thinking or wanting to know more or both.

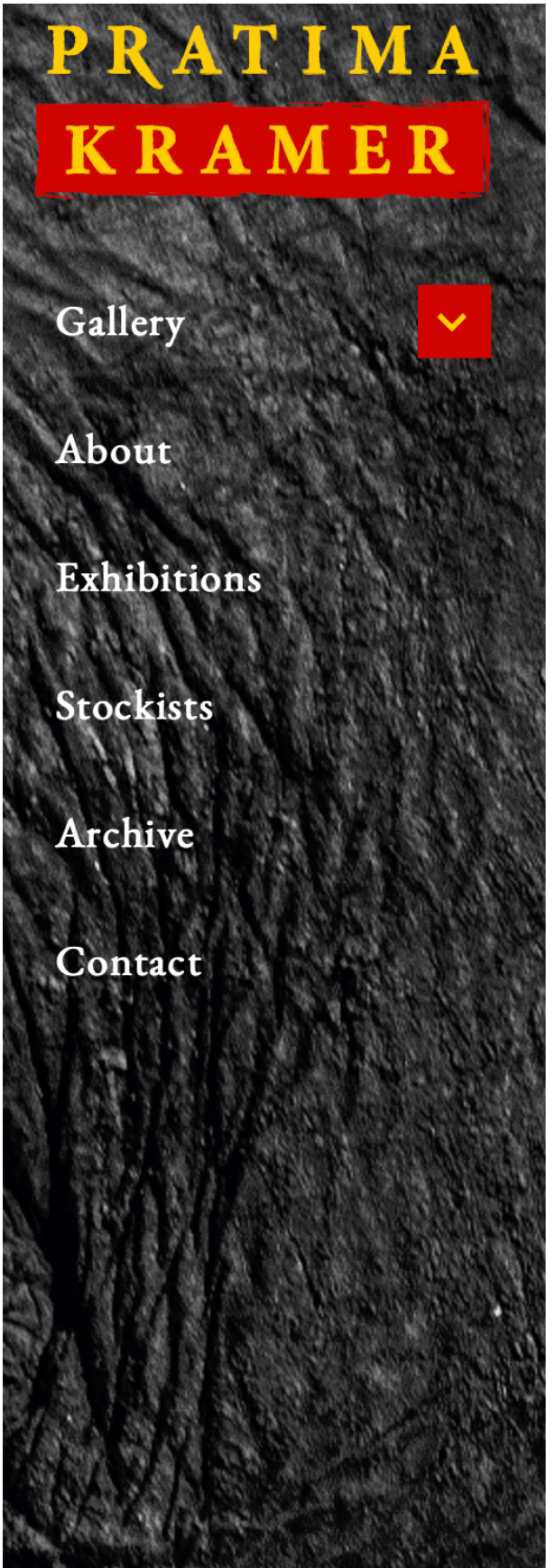
Business Plan

Goals and Milestones

- 1) Apply for CAL -
Organise selection of good images in advance. It would expose my work to London and international market.
- 2) Apply to be included in CAA -
In the process of applying and sorting through the images.
Target some London market.
- 3)? Installation in Leicester-applied.
Possibly To get chance to do an installation, open up a new market, although, with current situation, it might not happen.
- 4) Take part in HIWAI- it worked in getting new people.
- 5) Apply for Fairs- 'Art in Clay', GNCCF, Ceramic fair @Hepworth to get direct feedback.
- 6) Apply for RA summer exhibition



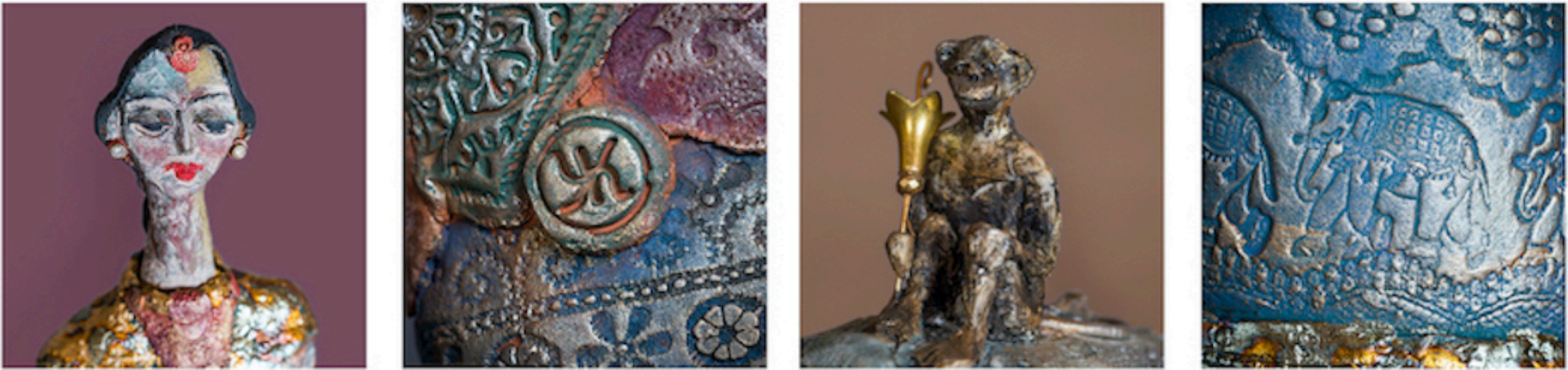
Changes following the Hothouse training



Current



TELLING STORIES THROUGH CERAMICS



New

Takeaways



Not to be shy



Tell your story, people are interested



Be confident