



**THE TOURING NETWORK**  
HIGHLANDS & ISLANDS



# ENTERPRISING LEADERSHIP IN THE NEW REALITY FOR MEMBERS OF THE TOURING NETWORK

REBUILDING INCOMES STREAMS IN A RAPIDLY CHANGING TRADING ENVIRONMENT

3 DAYS | STARTING 17<sup>TH</sup> MARCH 2021 | ONLINE

- Review your current enterprise model in the light of new trading realities
- Evaluate your assets and their fit with the needs of customers and beneficiaries
- Identify different sources of finance for growth
- Examine different Growth Tools and how they might be applied to your evolving business model

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# ENTERPRISING LEADERSHIP IN THE NEW REALITY

## FOR ARTS PROMOTERS AND PERFORMERS ACROSS HIGHLANDS & ISLANDS

We are in the middle of a social and financial storm, which threatens the existence of every organisation. Those organisations that will be successful will be those able to innovate, pivot and meet community needs in this new reality.

This three-day programme will address the key question:

How do I rebuild my organisation's income streams whilst still achieving our social and cultural outcomes?

The programme will share ideas and experiences between leaders in the sector.

### WHO IS IT FOR

Members of the Touring Network, who are actively involved in leading their organisation's work. Learners should be able to commit to all live zoom sessions and an equivalent duration of online learning.

### WHAT WILL YOU GET OUT OF THE PROGRAMME?



**REVIEW YOUR MARKET NEEDS AND DEMANDS**



**APPLY AN ENTERPRISING MIND-SET TO INCOME GENERATION**



**IDENTIFY SOURCES OF INVESTMENT AND FUNDING**



**REDESIGN PRODUCTS TO MEET BOTH NEED AND DEMAND**



**REVIEW YOUR SOURCES AND MIX OF INCOME**

### PROGRAMME DETAILS

#### Date & Time:

#### March 2021

Wednesday 17<sup>th</sup>, 2-4pm  
Thursday 18<sup>th</sup>, 10-12noon & 2-4pm  
Friday 19<sup>th</sup>, 10-12noon

#### Location:

Zoom & learning Platform

### PROGRAMME FOCUS

#### Dates:

17<sup>th</sup>, 18<sup>th</sup> & 19<sup>th</sup>  
March

#### Rebuilding Income Streams

- Explore ways to adapt your business model
- Idea generation for your future
- Explore possible partnerships for social impact and income generation
- Action planning

### FULLY FUNDED

Fully funded by Creative Scotland

**CLICK HERE TO BOOK**

### MORE INFORMATION

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