



The  
GOLDSMITHS'  
Centre

CREATIVITY | CRAFTSMANSHIP | COMMUNITY

**PRESS RELEASE**

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**THE GOLDSMITHS' CENTRE LAUNCHES  
BUSINESS GROWTH PROGRAMME  
FOR FINE JEWELLERS AND CONTEMPORARY SILVERSMITHS**



*Craft your business skills*

The Goldsmiths' Centre's Business Growth Programme, designed to offer business skills short courses and inspirational talks tailored to the fine jewellery and contemporary silversmithing sectors, officially launches this month. Led by experts and industry practitioners, this programme aims to provide ambitious entrepreneurs with the tools to confidently craft their business skills and spearhead a step-change in their practice.

From prestigious business incubation programmes for emerging makers, such as the [Getting Started](#) and [Setting Out](#) courses, to one-day intensive short courses for more established businesses, and a successful leadership pilot programme started in 2017, the Goldsmiths' Centre in London is looking to empower craftspeople with the skills to run a successful business and scale up their activity. All programmes (see full listings below) are underpinned by exclusive industry research, commissioned by the [Goldsmiths' Company](#), which provides unique insight into consumer behaviour in the UK. Through the series of short courses and inspirational [Creative Links](#) evening talks, participants can now access essential business knowledge at every stage of their career; thereby thriving in a supportive network within the industry.

Charles Benoiel, Production Director of Design, Build, Cast: *"I've been trained throughout my career and also at university as a goldsmith and designer. But, when it came to running*

*this company there were lots of things that I didn't know. The Business Growth Programme helped me with the financial side and all the other things that I don't actually get access to in my day-to-day working. It gives you access to the people who can advise you the right way to do things."*

As Peter Taylor, Director of the Goldsmiths' Centre explains: *"Research carried out by the Goldsmiths' Centre in 2016 with 248 businesses based in the UK clearly indicates that fine jewellers and contemporary silversmiths are extremely ambitious, but often lack the training to develop their businesses. We are now able to offer wide spanning intensive courses and one-off workshops, as part of our Business Growth Programme for fine jewellers and contemporary silversmiths, that will give them access to the right support, which has historically been out of reach of most small businesses."*

The Business Growth Programme kick-starts in February 2018 with a series of one-day courses and inspirational evening talks, tailored to be stand-alone or attended as part of a series:

**22 March 2018 – [Grow Your Digital Business in 2018!](#)** From understanding how to use social media to the power of online advertising and from creating the right video to augmented reality apps, join David Taylor for an easy-to-understand one-day workshop designed to help you negotiate our predominately digital landscape.

**10 April 2018 – [Defining Your Brand](#):** Emma Harris, former Eurostar Marketing Chief and Brand & People Consultant, leads a specialised one-day short course on how to develop a clear brand identity, that helps you to stand out from others in the industry, and gives you a decision-making lens for your business.

**17 April 2018 – [Online and Offline Marketing](#):** Join Emma Harris, former Eurostar Marketing Chief and Brand & People Consultant, for an effective one-day short course to gain invaluable insight on how to capitalise on the power of digital marketing, social media, PR and advertising.

**19 April 2018 – [Creative Links: Claire Adler & Valery Demure in Conversation](#):** Luxury media consultant and writer, Claire Adler, is joined in conversation by curator of extraordinary accessories and devoted talent spotter, Valery Demure.

For more information and to book onto upcoming programmes, visit [www.goldsmiths-centre.org/courses](http://www.goldsmiths-centre.org/courses)

## Notes to editors



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### **The Goldsmiths' Centre**

The Goldsmiths' Centre is the leading charity for the professional training of goldsmiths. Founded by The Goldsmiths' Company in 2007, it is a charitable enterprise with a specific purpose: *"To advance, maintain and develop art, craft, design and artisan skills, including in particular but without limitation, those pertaining to goldsmithing."* It does this by

- Providing managed workspace, education and training for public benefit
- Fostering promoting and extending public interest in art, craft, design and artisan skills
- Providing a knowledge base and community for those engaged or interested in these skills

For further information on the Goldsmiths' Centre, visit [www.goldsmiths-centre.org](http://www.goldsmiths-centre.org)



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### **About The Goldsmiths' Company**

One of the major Livery Companies of the City of London, the Goldsmiths' Company received its first Royal Charter in 1327. The Company's London Assay Office has been responsible since 1300 for testing the quality of precious metals. The Company is the principal patron of contemporary jewellers and silversmiths in the UK, continuing to play an important role in support of the craft, funding apprenticeships and assisting with the technical training of aspiring designer-makers. The Company supports a wide range of other charitable causes and pursues a number of educational projects with schools.

For more information, visit [thegoldsmiths.co.uk](http://thegoldsmiths.co.uk)