



# Business Management in the Art World

## Executive Education: LONDON

Dates: 6-11 Jan 2014 | Day Course | 10.00am-5.00pm | Fee: £1950 (£1850 if booked by 4 December 2013)

<b>6 January</b>	<b>The Art Market</b>
9:30	Welcome and Introduction
10.00 – 11.15	<i>Overview of the International Art Market</i> Dr Iain Robertson, Head of Art Business Studies, Sotheby's Institute of Art, London
11.30 – 12.30	<i>The Art Market: Structures, Roles and Relationships</i> Anders Petterson, Founder and Managing Director, ArtTactic Ltd
12.30 – 14.00	Lunch
14.00 – 15.15	<i>Market Resources: Access and Application</i> Anders Petterson, Founder and Managing Director, ArtTactic Ltd
15.30 – 17.00	Panel: <i>Key Trends in Today's Market</i> Melanie Giris, Art Market Editor (Europe, Africa, Asia), <i>The Art Newspaper</i> Steve Lazarides, Founder and Director, Lazarides Gallery John Martin, Founder and Director, John Martin Gallery, Co-Founder, Art Dubai
17.15	Gallery visit and champagne reception at the Fine Art Society with Director, Robert Upstone
<b>7 January</b>	<b>Strategy</b>
10.00 – 12.45	<i>Strategic Thinking and Analysis</i>
14.00 – 15.30	Case Study: <i>Paddle8: Painting a New Picture of the Art Market</i>
15.45 – 17.00	<i>Staying on Target</i>
<b>8 January</b>	<b>Marketing</b>
10.00 – 11.15	<i>Market Segmentation</i>
11.30 – 13.00	Marketing Workshop: <i>Creating a Marketing Plan: An Overview</i> Sarah Thelwall, Consultant and Strategist in the Art Market and Creative Industries
14.15 – 15.30	<i>Building Strong Brands in the Art World</i> Sarah Briggs, Senior Marketing Manager, Tate Modern
15.45 – 17.00	<i>Building and Managing Relationships</i>
17.15	Gallery visit and champagne reception at Blain Southern, Hanover Square
<b>9 January</b>	<b>Financial Management</b>
10.00 – 11.15	<i>Financial Structure: P&amp;L, Cash Flow and Balance Sheet</i> Andy Wilkes, Managing Director, Andy Wilkes Training and Consultancy
11.30 – 12.45	<i>Financial Management of an Art Business</i>
13.45 – 15.15	Financial Planning Workshop: <i>Managing Overhead and Ensuring Cash Flow</i> Sarah Thelwall, Consultant and Strategist in the Art Market and Creative Industries
15.45 – 17.00	<i>The Role of Art Funds</i> Ruth Knowles, Director of Global Marketing and Investor Relations, The Fine Art Fund
<b>10 January</b>	<b>Operations</b>
9.00 – 10.15	Artist's Salon at The Royal Academy of Art
10.45 – 12.15	<i>Operations: The Pulse of a Business</i> Clive Lord, Chief Operating Officer, Sotheby's
14.00 – 15.30	Panel: <i>Changing Technology in the Art World</i> Dr Thomas Flynn, Art and Business, Kingston University Mike Slocombe, Website Designer, Internet Consultant and Author
15.45 – 17.00	<i>Understanding Governance and Its Potential</i>
<b>11 January</b>	<b>Legal &amp; Negotiations</b>
10.30 – 12.30	<i>Legal and Contractual Issues in the Art Market</i> Tom Christopherson, Head of Art and Law Studies, Sotheby's Institute of Art and Senior Director, Business Education and Special Projects, Sotheby's
14.00 – 15.30	Negotiations Workshop Tom Christopherson, Head of Art and Law Studies, Sotheby's Institute of Art and Senior Director, Business Education and Special Projects, Sotheby's, and Antonia Serra, European General Counsel and Director of Private Sales, Sotheby's
15.45 – 17.00	<i>Looking to the Future: Growth Prospects for Art Business</i> Discussions and Next Steps
17.15	Reception

The timetable is subject to change

**Sotheby's**  
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