

Creative Business Exchange joins Decorex Cape Town

The second instalment of the Creative Business Exchange workshops, dedicated to building a successful creative design brand, will take place on 24 April 2015, alongside Decorex Cape Town. This innovative half-day forum, aimed at individuals and small businesses in the interior design, décor, architecture, product and craft sectors, will stimulate creative thinking.

creative business EXCHANGE

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This activity carries 2 x IID CPD credits / 0.6 SACAP CPD credits for members of the national Interior Design and Architecture associations.

Presented by Caesarstone, the workshop will be led by creative brand visionary, Nadia van der Mescht, who will give attendees a practical overview on marketing and promotion of a creative business. Van der Mescht, best known for her creative business development consulting, will offer guidance on various key strategies with an ingenious 'how to' approach by supplying vital tools needed to build a brand and drive creative businesses forward.

Topics

By encouraging focus on the basics and creating actionable to-do lists, attendees will gain insight into these key areas:

- Planning for your business - including creative goal setting, planning ahead to achieve more than just daily tasks and implementing key marketing aspects to form part of a bigger strategy
- Branding - how to make branding work for your business, along with creating a brand experience that will set you apart
- Build your online presence - how to use online tools, blogs and social media with a plan and purpose
- Approaching the media - prepare your business for press interaction as well as getting in touch with bloggers and influencers who can assist with creative marketing

Design champions add secrets of success

In addition to learning practical knowledge from Van der Mescht, attendees can draw inspiration and learn more from local design champions who will share their secrets of success.

Heather Moore of Skinny laMinx will share key insight into her successful textile business. Moore has achieved acclaim for building a great South African brand and effectively marketing her business to gain recognition from Cape Town to New York. She also holds an impressive list of international collaborative projects.

Furniture and interior designer Haldane Martin has won multiple awards for his uniquely African furniture designs. His keen understanding of how things are built has led to a higher level of innovation and has contributed to his success as an interior designer. This has enabled him to create interiors that capture and express his client's unique identity. Martin will share his passion for furniture and interior design and how he has created a successful business by marrying the two.

The price is R600 per person, which includes refreshments and complimentary trade access to Decorex Cape Town. [Click here to book.](#)

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