

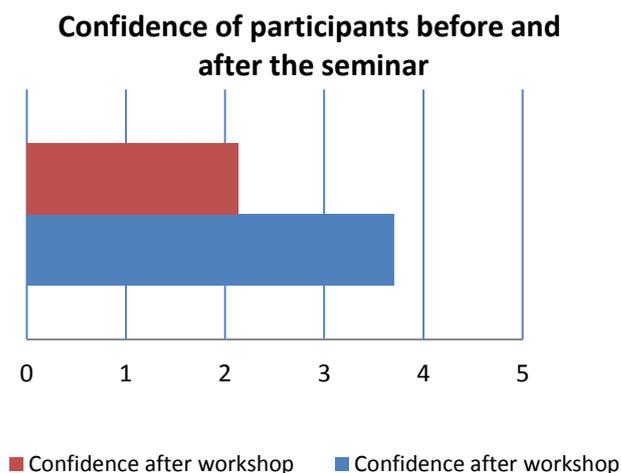
## Evaluation of 'How to sell your Creative Output online' course



During March 2012 a pilot 'How to Sell Your Creative Output Online' workshop was delivered on behalf of Creative Derbyshire by Stylistic Gallery. The workshop took place at Alfreton Library on the 29<sup>th</sup> March. In total there were 10 attendees and all attendees were based within Derbyshire. This analysis below is based on replies to seven feedback forms received.

All of the participants said they had enjoyed the course, it represented value for money and all said they would recommend the course to a colleague. The most effective form of advertising was through direct email invites from the Creative Derbyshire mailing list.

In terms of quality of delivery, participants were asked to rate out of five how valuable they felt the workshop has been. The average score for this element was 4.29 out of 5. They were also asked to rate the delivery of the workshop – and it scored 4.71 out of 5.



In total 71% of participants had sold work online previously. Participants were asked about their levels of confidence in selling work online (out of 5) before the training and then after. The average points score increased by 1.63 as a result of the training.

With regards to the starting level of participants, 14% said their confidence level was 1, 57% said their confidence level was 2 and 28% stated it was 3. By the end of the workshop 57% said their confidence was now at Level 4 and 14% said it was 5.

Participants were also asked to rate the quality of the venues used (Alfreton Library) out of 5, with the average score being 4.43 and with the score for accessibility of the venue being 4.

Stylistic Gallery subsequently attended the Meet the Curator event at Derby QUAD to try and support local artists. We are also in discussions about running further short workshops, with the possibility of developing a long course to include some of the more technical aspects of selling creative work online.