

## Insight Out Learning: Business Blueprinting Handout: Group Exhibition Task

### Introduction

In your groups identify detailed steps, phases and actions, which need to occur to develop, plan, prepare and create a successful exhibition such as a **Degree Show**.

You should consider the organisational details such as the venue, lighting, catering, mailing lists and possible clients, promotional material, exhibition design, client presentations etc. These tasks and activities should be written on **Post It Notes** and plotted on a timeline (**Future History**).

### This Task Will Explore:

- What needs to occur and when?
- What happens concurrently/parallel?
- What are the potential bottlenecks and stress points?
- What is the timescale for the project?
- What deadlines are involved?
- What Funding and/or Grant Support is required?

### Key Objective

The key objectives of this exercise are to introduce the level of detailed planning that is required to produce an exhibition, as for example a new designer launching their first collection.

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# Insight Out Learning: Business Blueprinting Handout: Business Blueprinting Model

We have already dealt with the **RISKIT Model**, which clearly identified **IDEA + PRODUCTION + DELIVERY**, as core balancing elements within a business model. The Business Blueprinting Model allows you to breakdown the small steps within your business that are required to achieve success.



- Engagement:** Planning who/where your market is, persuading and engaging clients and promoting your work.
- Design:** Designing, developing, testing, prototyping and refining manufacturing procedures.
- Delivery:** Production cycles and delivery mechanisms to get the product to the retailer/client.
- Note:** It is useful to note that businesses that focus all their energy in the darker/orange area of the model will ultimately fail.





Developing Meeting with Clients   
Evidence?

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Creating a Final Design   
Evidence?

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Present to Clients   
Evidence?

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What activities can you identify which will develop your current professional practice?

- Networking
- Presenting your Ideas
- Attending Industry Shows
- Developing Technical Skills
- Work Experience
- Creating a Database of Contacts

Why are activities such as networking, crucial for the development of a creative enterprise?

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Why is it important that you undertake activity within all sections of the model?

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What are the real lessons that you have learned from this model?

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Will you use this model in the future?

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NOTES

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