

# Supporting Enterprise: Industry Mentors

## Inventures

### CASE STUDY

#### Overview

In addition to studying for her MA Design (Ceramics) at Bath Spa University, Caroline Lain felt it was important to make preparations for establishing her artistic practice following graduation. Her long-term career goal was to be represented by a London-based gallery. She contacted the Business Support Office, who suggested that she apply for the Industry Mentors Programme.

#### About the Project

Before arriving in Bath, Caroline had written a business plan, which highlighted several training needs – mostly around marketing. The Industry Mentors Programme teamed her up with Jessica Sheppard – marketing manager with a consultancy practice in Bath called Inventures.

The mentoring partnership started during the last four months of Caroline's degree course. It took the form of an hour's meeting every two weeks, after which Caroline would continue researching and building on her findings. Jessica would email her documents, web addresses and other useful information in between meetings.

#### Benefits

Caroline gained the following benefits from the mentoring partnership: practical skills; knowledge; confidence; guidance and support; positive thinking; research strategies and options for business development.

#### Outcomes

Over the course of the mentoring programme, Caroline worked on: refining her business plan and strategies; website design; Twitter and other technology; editorial and writing a press release; marketing strategies; business planning; continuing research and exploring opportunities.



#### Fast Facts

- The mentoring partnership enabled Caroline to access advice in developing marketing materials and promotional skills.
- Support for planning a business venture after graduation

#### Perspective

“Jessica has been the best mentor. It has been a real privilege working with her. Her expertise and knowledge has been invaluable, always going out of her way to provide me with any useful resources and advice. It was also really refreshing to meet with someone in industry, gaining fresh perspectives on business marketing.

The mentoring programme is a wonderful opportunity to gain essential skills, knowledge and experience in business and I highly recommend this opportunity to any aspiring Bath Spa student.”

Caroline Lain, MA student