

>> Snapshot

Tom Gittins

Musician

Musicians' Union



What are the most important things that you've learned?

All of the courses have been great. From the perfect pitch workshop, I became much more aware of my brand and approach and what works. It helped me cement how to brand my company personality.

I attended the website and social media workshops recently, so I've stockpiled all the resources and information. I love that I've learned how much it's possible to do myself without having to outsource, and what areas I need to fix and improve on my own sites.

We were directed to excellent resources. The quality of the tutors is great and they are all professionals in their own fields. Attending these workshops gives you confidence through helping you pinpoint what you are doing right and what you could do better.

What has encouraged you to attend FEU training sessions?

I attended FEU Training workshops because they were relevant to my industry. Also, with the trusted connection to the Musicians' Union, I know that if they are recommending it, it's going to be valuable. It also helps that it's free!

I have a personal desire to progress and improve my business. I love that I'm working alongside a diverse range of creative people such as writers, actors, musicians and producers. It makes the day more dynamic. Learning about how writers work and promote themselves for example can inspire different elements of what I do. The overlap across the creative industries is huge, and the mix in the training room gives it an extra dimension.

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Do you know any other organisation that offers business skills courses for creatives?

Not on a national level – I'm sure there are occasional relevant local evening classes, but as I said I know I can trust the quality of FEU Training courses.

