

CREATIVE ESSENTIALS

RUNNING A CREATIVE COMPANY IN THE DIGITAL AGE LUCY BAXTER



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MARKETING & SALES POINTS

From an experienced producer, director, and production manager, *Running A Creative Company in The Digital Age* offers advice on all areas of starting and running your own creative company

Lucy Baxter's works, *L8r* and *Holloway Hairdo*, have won BAFTA, RTS and Silver awards

Lucy has worked as Executive Producer on a range of Channel 4 and BBC documentaries including Channel 4's *Lost Generation* series and BBC 2's *Young Legal Eagles*

Her programme for Al Jazeera, *Fistula Hospital*, was runner up for the Japan Prize 2011

Lucy has taught production as a visiting tutor and course leader for several years at universities and film schools including University of the Creative Arts Farnham, Queen Mary University, Brunel, London Film Academy, DFG and others

THE BOOK

Running a Creative Company in the Digital Age helps you navigate the landscape and learn from seasoned professionals, understanding the mistakes they made so you don't have to make them too!

In the modern media industry digital content production is cheaper, more democratic and accessible and it's becoming more attractive - and easier - to do things your own way. So what if you want to set up on your own? This book will guide you through the joys and pitfalls of running your own creative company in today's diverse media climate. This is a nuts and bolts guide to company set up, structure, management and content production for digital platforms, TV, festivals, charities, education, brands and businesses.

Full of tips for creating innovative business models and platforms, handling tricky people and situations, funding and networking, these pages are your touchstone for making that bold first move into founder/managing director status. Featuring interviews with industry experts including digital agency and production company CEOs, creative entrepreneurs, crowd funding platforms, investors, film makers, media lawyers and accountants.

LUCY BAXTER (Location: Newtownabbey, UK)

Lucy is an experienced Managing Director in the creative sector and has worked as executive/series producer, producer/director and production manager on shorts, features, drama series and documentaries for broadcasters such as BBC, ITV, Channel 4, Sky and Al Jazeera. She has also produced branded content, digital education projects and run several industry events. Her work has won BAFTA and RTS awards, been runner up for the Japan Prize and nominated for the Learning Onscreen awards.



Lucy founded production company Mandrake Films and ran it for several years; she has now founded a non profit media campaigning organisation, Mental Abuse Matters. Lucy has also taught production at various Universities and film schools, and currently teaches film and documentary production at the

University of the Creative Arts, Farnham.