

Mature Islanders at Work Passport to Cultural Entrepreneurship

Passport to Employment, in partnership with Culture PEI and Profit Learn, is pleased to offer a full-time, six-week program for eligible individuals aged 55–64 who want to start a business or develop an emerging business in the culture sector.

Examples of Topics Covered

- Business planning
- Research principles
- Market research
- Marketing and promotion
- Finances
- Pricing self and product
- Online technology
- Understanding your customer
- Proposal writing
- Portfolio/resume writing
- Interviewing
- Personal awareness training
- Work life balance
- Intellectual property and copyright

Business Examples

- Film/video production
- Visual arts
- Music and sound recording
- Written/digital media
- Performing arts
- Design
- Arts education
- Galleries and studios
- Fashion
- Video games
- Retail

Information Session

Tuesday, January 11, 2011, 2 p.m.
Best Western Charlottetown
Stanhope Room

Course Start Date

January 31, 2011

Passport to Employment is a joint initiative of the Prince Edward Island Department of Innovation and Advanced Learning and the Government of Canada.

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Innovation and
Advanced Learning

Canada



CulturePEI



One Island Community

One Island Future