

Rights² Introductions

A new series of half day training courses designed to support those new to both acquiring and licensing rights. Each course will be practitioner focussed, with useful information, relevant case studies and time to discuss real life issues. The tutors, Clare Hodder and Ruth Tellis have a wealth of experience in the field and are on a mission to ensure all content organisations understand their rights and can exploit them effectively.

“I learnt a lot from Ruth and Clare’s course on permissions. Their training was everything a publisher could hope for: clear, concise and informative” - Martin Hickman, Canbury Press

Introduction to Copyright

22nd January 2018 (10.00-12.30pm), £150

Copyright legislation is the touchstone of the creative industries but can be confusing for non-lawyers. Clare and Ruth will explain the everyday implications of copyright law and how it applies to both acquisition and licensing of content in publishing and other creative industries.

During this half day session you will find out

- How copyright applies to your business
- Who owns copyright
- How to avoid infringing copyright
- What fair dealing really is (and isn't!)

Introduction to Seeking Permissions

19th March 2018 (10.00-12.30pm), £150

This half day course is designed to help you to understand the mechanics of seeking permission to use content from outside of your own organisation. Our aim is to help you to work out how to request appropriate rights, understand the rights you have acquired and to fulfil your obligations in respect of those rights for each of your content assets.

During this half day session you will find out

- When and why you need to seek permission
- How to make the process less painful
- How to effectively manage licences and to be compliant
- How to be more strategic about permissions acquisition

Introduction to Rights Licensing

2nd July 2018 (10.00-12.30pm), £150

Rights licensing can be an overlooked income stream in many businesses. This course is designed to help you to assess the potential of rights licensing in your business, and give you a practical introduction to start making money from rights.

During this half day session you will find out

- Why rights are important to your business
- How to licence rights effectively
- How to build your rights business and maximise income
- How to be more strategic about rights licensing

Systems and Processes for Managing Rights

19th November 2018 (10.00-12.30pm), £150

Rights acquisition and licensing can be very labour intensive and admin heavy. Ruth and Clare will share their experience and demonstrate how improving workflows, processes and systems can have a dramatic effect on time management and maximising the potential for income generation.

During this half day session you will find out

- Why streamlining processes can drive success
- How to audit your workflow
- How to implement hacks and shortcuts to save you time and effort
- About commercial licensing systems

Who are the courses for?

- People who create content
- People who publish content
- People who want to understand more about how rights and licensing works

Practical Information

Courses will be held at The Hub Hotel, Kings Cross (5 mins walk from Kings Cross or St Pancras stations) and include refreshments and pastries.

To book your place please contact:

Ruth ruth@rights2.co.uk or Clare clare@rights2.co.uk.