



**KNOW HOW: February 27 – March 2, 2012, live at [www.howtogrow.eu](http://www.howtogrow.eu)**

**Do you know how to run a start-up that makes money from the start? Do you know how co-creation can boost your business? Do you know how to attract 20.000 euros for your crazy idea?** To answer these questions and to teach you how it's done, the online platform How to Grow presents **KNOW HOW**: a full week of online streamed lectures and interactive sessions for businesses and professionals in the creative industries in Europe. A wide range of speakers from the fields of innovation, creativity, finance and design will share knowledge and discuss matters that help you boost the growth of your creative business.

### **Programme**

#### **Do you want to know how to finance your creative business start-up or project?**

*Robin Slakhorst*, founder of crowd investment platform Symbid, will give insights into the do's and don'ts. *Michael Thomson*, former president of BEDA - Bureau for European Design Associations and creative consultant, will update you on the role of design across Europe.

#### **Do you want to know how creativity can improve your business?**

Creativity consultant *Callum Lee* from BOP Consulting will share with you 5 effective ways to reach this goal. *Emma Sexton*, director of the female creative network SheSays, will explain why it is important to have more women at the top of the creative industries.

These are just a few examples of the speakers and their presentations. Many more to come! Check the programme on [www.howtogrow.eu/knowhow](http://www.howtogrow.eu/knowhow)

### **Online only!**

KNOW HOW is an online conference. That means you don't have to travel anywhere to attend the presentations. By the way, the entire event is FREE! All you have to do is register to the How to Grow platform. [Sign up now](#) and soon you will Know How!

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### **Contact information**

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### **About How to Grow**

How to Grow is a virtual meeting point to support business development and growth in the creative industries across Europe. Members can access services specifically designed for the needs of the creative sectors. The services focus on aspects such as the enhancement of entrepreneurial skills, access to finance and sharing knowledge. How to Grow is developed within the BCreative project, co-funded by the European Commission, DG Enterprise & Industry under the [Europe Innova Programme](#).