

TRAINING

ART ADVISOR



EDUCATIONAL GOALS

- Define the acquisition / disposal and financing strategy
- Define the positioning of the seller and / or the buyer
- Identify and present short / medium / long term market trends
- Identify the market (s) likely to satisfy the cultural and heritage interest
- Promote the elements, possibly increasing visibility (gallery or private exhibitions, community management, product placement, etc.)
- Provide its client with additional skills, sometimes delegated, depending on the goods negotiated

CLASS FORMAT

Our classes are usually made up of 8 to 12 students for better individualization of learning. The International College of Cannes also offers individual courses for faster and more efficient learning.

OUR PEDAGOGY

- Theoretical and practical contributions
- Scenarios

EVALUATION

A final simulation session, using the concepts mentioned in the course. A skills assessment sheet is given to each trainee allowing them to assess their skills.

Documents and materials for trainees

Each trainee will be given a training certificate at the end of the session.

Pedagogical supervision

The training is led by specialized trainers.

INFORMATION

TRAINING DURATION

14 hours over 2 days

PUBLIC

This training is aimed at any adult wishing to exercise a profession that is socially and financially rewarding, alone or as part of an art brokerage firm.

PREREQUISITES

- Intermediate knowledge in Art History.
- Basic knowledge in Law and Marketing.
- Access to information
- Ability to establish a monitoring procedure on an identified topic.
- B2 level (advanced) in French.

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OUR PROGRAM

DAY # 1: Valuation methods

- The vintage phenomenon: the three valuation methods to increase your margin!
- "False Negatives": identification, selection and pitfalls to avoid. Learn to "smell" the right investment ... in the failures of others.
- Invest 3%... Value at + 130%: the "magic ratio" of scarcity
- Push / Pull Strategies: How to Generate and Increase the Leverage of a Trend to Your Profit
- Social and media promotion: exposure, product placement, co-branding

DAY # 2: Legal framework

- Legal framework of the advisory broker: flexibility and limits
- Art & Collection Sourcing: establish a formal and informal watch. Professional advice on where and how to find the "right things" in art and collections.
- Unique business or ecosystem: how to make the right choice
- Related professions and partners: wealth enriches

START DATES

Please contact us for more details

HOW TO ENROLL

To register, please contact our team via the contact page of our website, by email at info@french-in-cannes.fr or by phone at +33 (0)4 93 47 39 29

PRICE :

1200 Euros