

# Rachel Escott

## Creative Sector Communications

### professional development

*Using Existing and Free Data*, Audiences London, September 2010  
*Connecting Culture and Consumers*, Museums and Heritage Show, May 2009  
*Heritage Lottery Fund Strategy*, Museums and Heritage Show, May 2009  
*Low Cost Solutions to Market Research*, Museums and Heritage Show, May 2009  
*The Sustainable Economy - the Entrepreneur in a Changing Market*, British Library, May 2009  
*Producing and Touring*, Independent Theatre Council, January, 2009  
*Reaching New and Emerging Audiences*, CreateKX and Audiences London, December 2008-February 2009  
*Introduction to Macromedia Dreamweaver*, London College of Communications, February 2007  
*Evaluating Youth Arts Projects*, Artsplan, November 2006  
*Making Sense of Postcode Analysis and Geo-demographic Profiling*, Audiences London, September 2006  
*Train the Trainer*, Independent Theatre Council, September 2006  
*Making Successful Grant Applications*, Independent Theatre Council, June 2006  
*Counting on the Web*, Audiences London, June 2006  
*Managing the Adviser Relationship*, Prevista, March 2006  
*Reaching Out to Black and Asian Audiences*, Independent Theatre Council, March 2006  
*Disability Discrimination Act Awareness Training*, Tate, September 2004  
*Managing Appraisals*, Tate, February 2004  
*Data Protection Act Training*, Tate, June 2003  
*Audience Development with Families*, Audiences London, March 2003

### conferences

*Audiences and Participation: Value of Collaboration*, Visitor Studies Group, February 2012  
*London Members Conference*, Museums Association, December 2011  
*The Media Festival*, Arts, TMFA, September 2010  
*Cultural Tourism for arts and heritage in London*, Audiences London, May 2010  
*Insight 2010*, Audiences London, March 2010  
*Exploring Artistic Excellence and Public Engagement*, Arts Marketing Association, July 2009  
*The Big Opportunity: 2013*, London Civic Forum, June 2009  
*Young People and the Arts: Policy, Initiatives and Opportunities*, engage, April 2009  
*Does Culture Matter*, Queen Mary, University of London, April 2009  
*Cultural Tourism Workshop*, Visit Britain, June 2007  
*National Conference of Visitor Attractions*, Visitor Attractions Conference, October 2006  
*Museums and Galleries Marketing Day*, Arts Marketing Association, February 2006  
*Inspiring Marketing in Learning*, Campaign for Museums, March 2004  
*Museums and Galleries Marketing Day*, Arts Marketing Association, February 2003

### professional memberships and affiliations

Arts Marketing Association Individual Member  
 Audiences London Associate  
 Cultural Bloomsbury Network Member  
 City University Small Businesses Network Member  
 Engage Full Member  
 Group for Education in Museums Member  
 Independent Theatre Council Network Associate  
 Kings Cross Business Forum Member  
 London Museums Group Member  
 Museums Association Member  
 Visitor Studies Group Individual Member