

Rachel Escott

Creative Sector Communications

Based in central London, Rachel Escott has over 20 years experience as a marketing professional, journalist and writer. Since 2005, as a freelance arts communications consultant she has brought these skills to benefit a wide range of clients in the cultural and creative sector across the UK.

Arts Communications Workshop: Grounding in Press and Marketing

"This is going to be a great resource for us and our students!"

Target participants for this course:

This one-day course is aimed at fine art, design or applied art students and postgraduate students who are approaching their final year - as well as recent alumni newly established as practitioners. The workshop can run as one half-day or two, linked, two-hour sessions. Students will gain grounding in the contribution communications should make to their ambitions; and detailed, practical 'how-to's that will help them avoid the glaring mistakes and instil confidence in them as communicators of their work.

Approach:

These sessions place marketing and communications firmly at the heart of strategic planning, but in a highly practical way, through explanation of the principals, group work, exercises, tutor-led discussion and question and answers. Participants are encouraged to share their own experience, problems and ideas.

Aims of this course:

By the end of the course, participants will be able to:

- Understand the principles behind 'marketing' and such concepts as product and segmentation; and the stages in building an effective communications plan.
- Consider and identify the 'unique selling points' of their work.
- Understand the value of research.
- Prioritise their communications activities.
- Identify the characteristics of their 'target' and understand the variety of ways the target audience will gather information before taking action.
- Review their use of communications tools and allocate their resources more effectively.
- Deal with communications issues with more confidence.

"It was great to share thoughts with everybody in an informal environment. Everyone was willing to share without concern over judgement."

Previous projects, ethos and approach to consulting are detailed more fully on www.rachelescott.co.uk. To discuss training needs, please contact Rachel directly on:

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