

# 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: Marketing a Touring Production

*"It made me understand the importance of building relationships with the venues, and ways to do that."*

#### Target participants for this course:

This one-day course is aimed at producers, general managers, administrators, box office staff, programmers and production managers of small to medium scale performing arts companies and receiving venues, giving them an opportunity for to explore the challenges and practicalities of booking tours and identify useful communication techniques to build effective working relationships.

#### Approach:

These sessions place marketing and communications firmly at the heart of strategic planning, but in a highly practical way, through 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 how a venue plans its productions
- appreciate the key issues for both venues and production companies
- understand audience segments and motivations
- know who they need to communicate with and when
- identify the relevant communication channels and resources to effectively promote productions
- learn best practices for collaborative and effective working relationships

*"A very thorough and thought-provoking presentation in a well-integrated and communicative environment. The training methods were clean, concise and in-depth."*

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

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