

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: Understanding the Basics of Marketing

"I'm going to go away from this and develop the existing marketing strategy with the benefit of overview. I'll extend our research and think big and strategically!"

Target participants for this course:

This one-day course is aimed at those new to marketing and those whose role may newly include marketing, as well as people with some experience who want to brush up on the basics and learn how a marketing viewpoint can be brought into the core of their organisation. Participants may wish to book the *Arts Communications: Targeting Market Segments* day as a two-part course that will help apply the lessons learned to a real work project.

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 the principles behind 'marketing' and such concepts as product and segmentation; and the stages in building an effective communications plan.
- Identify the 'unique selling points' of a business proposition.
- Understand the value of research.
- Identify the characteristics of a target audience and understand the variety of ways the target audience will gather information before a 'purchase'.
- Review their use of communications tools and target 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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