

PR and Marketing

You know you're the Next Big Thing but does everyone else? Understand the basics of PR and marketing and receive some pointers for your business.

Phase

Post-Production

Subject

Promotion

Target groups

Artists, Creative and Cultural Professions

Sectors

for all sectors, photography, visual and graphic arts, music, webdesign, dance, media, performing arts

Level of experience

for all levels, Beginners, Intermediary, Experienced

Prerequisites

None

Description

The basics of PR and marketing are addressed in this module. It provides participants with practical handles on how to approach PR, including making a plan, various on- and offline channels and using free publicity. It also tackles the basics of marketing: determining the suitable market for yourself, distinguishing yourself among competitors and building sustainable share in the marketplace.

Content

- » Setting up a PR strategy: finding and choosing the right media and channels, forming a PR 'personality', networks, online presence.
- » Marketing: investigating the market, identifying the defining factors of your 'business', relating to competitors in the market, setting up a successful strategy.

Method

Presentation by a trainer. Application of the material by using a practical example (preferably from the group) as an example.

Objectives

To introduce the most relevant aspects of PR and marketing to young artistic professionals.

Results

Participants know the basics of PR and marketing. They are able to distinguish the optimal channels and methods of PR for themselves and their activities. They understand the basics of marketing and how to position themselves in the market place.

Resources

Projector & screen, laptop with internet connection.

Evaluations

Personal feedback at the end of the session, as well as evaluation forms.

Support material

tbd

Duration

3 h

Participants

up to 14

Course language(s)

Nederlandse, English

Past track experience

since 2010

Trainer

Roos Hylarides

Organisation

Stichting ROOTS & ROUTES Netherlands

Contact

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Tested

under the project
Routes to Employment