

Talking about one's artistic project

To make yourself known, initiate collaborations, conclude contracts or to sell your work, it is essential to present your projects in a clear and attractive manner.

Phase

Pre-Production

Subject

Project formulation

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

A clearly defined project. It is required that you bring an existing communication tool about your project.

Comments

Our training session "Clarifying one's professional project" could be useful if you need to define more precisely your project.

Description

But it is easier said than done! How do you draw someone's attention? How do you showcase its specificity and ensure its authenticity? How can you ensure that the communication maximizes your chances to achieve a concrete result? This training aims essentially at strengthening your oral communication skills (face-to-face interview, talking in front of a group, informal encounters, etc.)

Content

- » Establish an efficient communication
- » Present and highlight your project
- » Practice active listening
- » Speaking in public

Method

Active methodology, putting the accent on the participant's inputs and giving them the possibility to exchange among peers. A lot of exercises to practice (in groups of 2 or presentation in front of the whole group on a voluntary basis)

Objectives

- » To better the presentation of your projects during discussions, meetings
- » To know how to tackle public speaking
- » To be able to highlight your skills and singularity

Results

- » To be able to present your project clearly and in a few words
- » To dare public presentations of your project if necessary
- » To be able to express your specificity

Resources

- » bibliography
- » training script
- » Basic equipment (computer, video projector, flipchart, wifi)

Evaluations

Questionnaire to be filled out by the participants (paper and online versions exist)

Support material

Written exercises, Written tips, Written checklistS, Powerpoint distributed to the participants

Other related recommended resources

- » Our training "Tools to promote one's artistic project" is complementary to this one
- » Infosheet "How to find a partnership?"
- » Infosheet "How to prepare a presentation file?"

» Infosheet "What to pay attention to during a meeting?"

Duration

14 h

Participants

up to 12

Course language(s)

Français, English

Past track experience

since 2011

Trainer

Danièle Lécureuil

Organisation

SMartBE

Contact

Sophie Ypersiel

Tested

under the project
Routes to Employment