

## Tools to promote one's artistic project

*A hammer is used to get the nail in the wood. A chainsaw is used to saw wood. Try to inverse these roles and you will understand how important it is to use the right tool for the right task.*

### Phase

Pre-Production, 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

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

### Description

No matter if hand-made or professionally created, the communication tools that you use have to match your goals. Facing the array of availabilities, it is important to know the characteristics of each tool in order to be able to decide which one(s) to use for your project. Its through the tools that you will be able to create a relation with your public. Coherence, complementarity, creativity, contemparity and trust: five concepts that you will learn to develop in your communication method.

### Content

- » Audit of one of your communication tools
- » Share best practices and errors to avoid
- » Present available communication tools

» Creative research around your project

### Method

Active methodology, putting the accent on the participants' inputs and giving them the possibility to exchange among peers. Presentation by the trainer as an expert of that field.

### Objectives

- » To know the existing means of communication
- » To understand the benefits, weaknesses and complementarity of the different paper and online media
- » To conceive a coherent communication strategy of your project, objectove and public (cultural marketing)

### Results

- » To choose the rights means of communication
- » To be able to communicate in a strategic way

### Resources

#### Bibliography

#### Evaluations

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

#### Support material

Powerpoint distributed to the participants, Other documents distributed to the participants

#### Other related recommended resources

- » Our trainings "Communication strategy" and "Talking about one's artistic project" are complementary to this one.
- » Infosheet "How to prepare a presentation file?"
- » evaluation available

### Duration

7 h

### Participants

up to 12

### Course language(s)

Français, English

### Past track experience

since 2014

### Trainer

Jérôme Ramacker

### Organisation

SMartBE

### Contact

Sophie Ypersiel

### Tested

under the project  
Routes to Employment