

Communication strategy

The launching date of your project is coming closer and you still have so much to do to get to get a good media coverage and networking impact. How can you ensure a professional visibility? Communication can become your strategic ally....

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

Your project should be finalised or in its final phase of creation. Ideally, you should already ave a first communication objective (an exhibition vernissage, first shows, the launching of a project, ...) which will allow you to conceive a campaign that can be immediately implemented.

Description

Starting from different experiences of oral visual and lexical expression, participants will experience the choice that will determine the communication campaign of their project. Identify targets, specify goals and means, plan meaningful actions... from theory to practice, marketing in cultural area will cease to have secrets for you. See: <https://www.youtube.com/watch?v=YEnwYSLpANs>

Content

- » Communication campaign adapted to cultural projects
- » Definition of a strategy

» Media and communication workshops

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

- » Putting words and images on one's project
- » Taking into account one's environment, public, singularity and objectives
- » Planning strategic, creative and coherent actions

Results

- » To present your project visually (with words and images)
- » To know your environnement, target, specificity and objectives
- » To plan communication strategic actions

Resources

Bibliography

Evaluations

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

Support material

Powerpoint distributed to the participants

Other related recommended resources

- » Our trainings "Tools to promote one's artistic project" 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 2016

Trainer

Jérôme Ramacker

Organisation

SMartBE

Contact

Sophie Ypersiel

Tested

under the project
Routes to Employment