

Communication (tools to promote one's artistic project)

How can the artist create in his/her specific scenario his/her own connections and network in a personal and incisive way?

Phase

Pre-Production, Production, Post-Production

Subject

Promotion

Target groups

Artists, Creative and Cultural Professions, Trainers/Coaches

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

Creative and artistic profiles

Description

Professional portfolio / CV. Modalities and needs on issues of promotion and integrated communication in arts. Strategies and linguistic choices through the web and social networks. Organise and promote artistic production

Content

- » Review of a scenario: a young musician creates a regular event in his/her town.
- » Q&A
- » Role plays

Method

All notions introduced theoretically are then applied to every participant's individual project via practical exercises, questions/answers collective and individual sessions.

Objectives

Review a set of tools, methodologies and techniques. Discuss if those could apply to the participant's profile.

Results

Acquired tools for self-promotion leading to an increased professional autonomy

Resources

- » Basic equipment (computer, video projector, flipchart, wifi)
- » Training script
- » Participants are welcome (and encouraged) to bring personal laptop computers with them

Evaluations

- » Questionnaire to be filled out by the participants (given and collected at the end of the session)
- » Discussion between the participants and the trainers at the beginning and at the end of the day.

Support material

Powerpoint presentation, Concrete exercises on the participants projects, Exchange and discussion with the trainer

Other related recommended resources

evaluation available

Duration

6 h

Participants

8 to 20

Course language(s)

Français, Italiano, English

Past track experience

since 2013

Trainer

various

Organisation

Rock'in Faches (RiF)
Centro di Creazione e Cultura

Contact

Marina Bistolfi
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Tested

under the project
Routes to Employment