

Rachel Escott

Creative Sector Communications

Based in central London, Rachel Escott has over 20 years experience as a marketing professional, journalist and writer. Since 2005, as a freelance arts communications consultant she has brought these skills to benefit a wide range of clients in the cultural and creative sector across the UK.

Arts Communications Workshop: The Press and the Written Word

"Very clear, useful handouts and good examples of putting concepts into practice through group work."

Target participants for this course:

This one-day course is aimed at those new to a communications and promotional role and those whose role may include promotions, as well as people with some experience who want to brush up on the basics and learn tips and tricks for more professional written communication and press work.

Approach:

These sessions place marketing and communications firmly at the heart of strategic planning, but in a highly practical way, through group work, exercises, tutor-led discussion and question and answers. Participants are encouraged to share their own experience, problems and ideas.

Aims of this course:

By the end of the course, participants will be able to:

- Understand 'market segmentation' theory and practice.
- Identify appropriate ways of contacting different audience segments and effective messages for different groups.
- Write and edit promotional copy more effectively and professionally, bearing in mind issues of jargon, hierarchy of messages and accessibility.
- Understand the needs of the press and how to work more effectively with them.
- Develop a sample press campaign for an event.

"I really enjoyed the workshop and got a lot out of it. It was also perfect timing as I'm writing for my website at the moment and have now written a piece to my customers about how to use and enjoy my product."

Previous projects, ethos and approach to consulting are detailed more fully on www.rachelescott.co.uk. To discuss training needs, please contact Rachel directly on:

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