

# 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: Targeting Market Segments

*"In future I will think more deeply about the core audience, and their desires and needs."*

#### Target participants for this course:

This one-day course is aimed at people with some experience who want to brush up on the basics of communicating and learn how the marketing viewpoint can be brought into the core of their organisation; as well as at those who have previously attended *Arts Communications: Understanding the Basics of Marketing* and want to apply the principles to an ongoing, real work project. Participants are asked to bring to the session collected information about their own organisation's audiences and to prepare a 5-minute presentation about their organisation, on which much of their work for the day will be based.

#### 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 what and how to research about their audiences - and why.
- Understand 'market segmentation' theory and practice.
- Identify and develop profiles for the most significant audience segments for their own organisations.
- Explore the characteristics of their target audience segments and identify the most effective direct marketing tools for them.
- Decide on and present communications activities with more confidence.

*"I am very satisfied with your understanding of my needs and your professionalism. My sincere thanks in helping me put together a plan that produced results."*

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

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