

Marketing for Artists – Palma de Mallorca, Spain

Self-promotion and marketing skills are needed abilities for up and coming artists, who need these skills to exploit their creative potential in the current economic market. Marketing tools are not comprised in the current Arts curriculum, both at VET and HEI level, but which are totally needed to create from their artistic production, not only a social and cultural value, but also an economic result.

Target: Art Teachers, Professors and Trainers, Cultural Agencies and Artists

General Objectives:

Nowadays, Marketing is the most important tool to reach a wider-audience and potential clients, but it is not usual to find proper techniques in the artistic educational pathways and curricula at any level (nor at the VET study cycle, neither at the University). This Training Course is addressed to Art teachers, and Artists themselves, in order to provide them the knowledge and capability to use the most common Marketing tools in the right way.

Another relevant need of this target is the capability to express the value of their artistic creations to their audience, that why the learning process of the course will also provide skills&tools for a better expressions through the medias.

The learners will become able to promote the artistic expression through the media and the new technologies and it will help to define their artistic expression with a more effective impact on their audience, because of a learning process address to stimulate a deeper self-awareness of their own creative ideas and active role in the society. Communicating better will allow them to become able to “sell” themselves and their masterpieces in a more effective way.

Preliminary Programme

1. DAY - WELCOMING & INTRODUCTION	
PROGRAMME	Learning Objectives
<ul style="list-style-type: none"> ● Welcome of participants ● Course Introduction (program, aims and objectives) ● Brainstorming & Team building activities ● Guided Tour to Palma de Mallorca 	<ul style="list-style-type: none"> ● Participants’ presentation and the introduction of course topics ● Sharing experiences and expectations ● Team-building activities ● Guided tour of the city to know more about the social&economic reality in Mallorca
2. DAY – FIRST STEPS IN THE ART MARKET	

PROGRAMME	Learning Objectives
<ul style="list-style-type: none"> ● Understanding the key elements: Effort & Constancy ● Knowing and defining the market (targets, clusters, etc.) ● Creating a collection ● Alternative exhibition venues 	<ul style="list-style-type: none"> ● How to motivate artists to keep on going with the “<i>effort</i>” and constancy, the key role in the media environment ● How to get in touch with potential buyers ● How to set up an effective exhibition ● How to identify alternative exhibition spaces and their main elements and characteristics
3. DAY – ADVERTISING & DISSEMINATION	
PROGRAMME	Learning Objectives
<ul style="list-style-type: none"> ● Creating a proposal (Artistic Book) ● Defining the personal profile and the extended CV ● Use of the traditional Media ● Use of New Media (the Web; Social Media Marketing tools & advices) ● Alternative exhibition venues in practice (discovering the city per groups) 	<ul style="list-style-type: none"> ● Developing a short proposal skills ● Developing own communication tools&topics and editing the CV ● How to establish a web presence and content development ● Identifying appropriate social media tools ● Establishing presence in the media ● Divided per groups, the learners will go discovering alternative venues and to create a detailed report for recognizing in practice what they have learnt
4. DAY – PRACTICE DAY: SETTING UP AN EXHIBITION	
PROGRAMME	Learning objectives
<ul style="list-style-type: none"> ● Analysis of the Group Works ● Visiting galleries and current exhibitions ● Set up an exhibit from the ground up 	<ul style="list-style-type: none"> ● Analysis of the groups works and feed-back of the trainer ● Knowing artistic trends and on-site analysis with the trainer ● Experiencing the feeling
5. DAY - CLOSING DAY	
PROGRAMME	Learning Objectives
<ul style="list-style-type: none"> ● Share ideas and debriefing ● Sharing best experiences ● Future project ideas ● Course Evaluation ● Delivery of the certifications 	<p>Let’s share together our final thoughts and ideas about the course and possible future cooperation.</p> <p>During the previous days, participants will be busy to learn the new method. At the same time, it is important to share previous experiences and new ideas with the aim to create new potential cooperation.</p> <p>During the same day, participants will evaluate the course from different aspects and the final certificates</p>

	will be delivered.
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