

# course: the essentials of marketing

'Druidstone' Scotland 2009



**Friday 29th May – Friday 5th June 2009**

**Newbattle Abbey College,  
Midlothian, Scotland**



Supported by

**The National Lottery®**  
through the Scottish Arts Council



Scottish  
**Arts Council**

# the essentials of marketing

## 'Druidstone' Scotland 2009

---

### The Course and its Objectives

The TMA's week-long Essentials of Marketing courses provide the only opportunity of their kind in Britain. Participants concentrate on all aspects of arts marketing, benefiting from expert teaching and sharing experiences with one another, away from the everyday working environment. This course will inspire people working in the performing, visual, literary, community and participatory arts.

The course provides participants with a thorough grounding in all aspects of arts marketing and a practical framework within which to carry out marketing strategies:

- Marketing planning
- Market research
- Finding and using target groups
- Copywriting
- Working with graphic designers
- E-marketing
- Press and public relations
- Sales promotion
- Customer care
- Direct Mail
- Advertising
- Audience development

It aims to give students the confidence, based on the latest knowledge about existing and potential arts attenders, to develop their work to its maximum potential on returning to their own organisations.

The course lasts for 7 full days, allowing plenty of time to study the large amount of information provided, to work at an individual pace and for participants to focus on their own organisation's needs. Most of the work takes place in small, informal tutorial groups complemented by lectures and discussion groups. In addition to discussing ideas and experiences with colleagues, students benefit from practical advice and guidance from specialist practitioners and the chance to work with different members of the teaching team.

The aim is to create an atmosphere which is relaxed and stimulating; the best possible environment for learning new skills and discovering new ideas. The course is designed for people in the early stages of a career in arts marketing. There are only 26 places available; the number is kept small so that everyone can get the maximum amount of

---

---

personal support from both the teaching team and the other participants, who come from a wide range of arts organisations.

'Druidstone' has a well-established reputation with employers, funding bodies and marketing practitioners. There is always intense competition for places.

### **The Teaching Team**

The teaching team includes tutors: Roberta Doyle, Director of External Affairs, National Theatre of Scotland; Marcus Wilson, Audience Development Co-ordinator, Hi-Arts, the arts and cultural development agency for the Highlands and Islands of Scotland; and Rosita Wolfe, Head of Marketing and Communications, The National Concert Hall, Dublin. The Course Director is Heather Maitland, arts consultant and Research Associate at the University of Warwick's Centre for Cultural Policy Studies.

### **How to Apply**

Download the application form at [www.tmauk.org/druidstonescotland](http://www.tmauk.org/druidstonescotland) or contact Justine Forrest at TMA on 020 7557 6706 for a printed application form. The deadline for applications is: **1pm on Thursday 26 March.**

### **Fees**

The course fees include all accommodation, meals, tuition fees and course materials including an extensive marketing resource pack. The cost is £1,100 plus VAT. Thanks to an award from the Scottish Arts Council's lottery fund, a number of full bursaries are available to cover fees. Those applying must be residents of and work in Scotland. Full details of how to apply for these bursaries can be found on the application form.

Payment must be made before the course commences, but please do not send any money with your application as an invoice will be sent to successful applicants.

---

---

## Further Information

If you have any questions, please contact Heather Maitland, Course Director on 01949 843161, email [hmaitland1@aol.com](mailto:hmaitland1@aol.com) or Justine Forrest at the TMA on 020 7557 6706, email [justine@soltma.co.uk](mailto:justine@soltma.co.uk).

## Theatrical Management Association

The Theatrical Management Association is one of the most highly regarded and influential associations in theatre and the performing arts. Founded in 1894 it is the major trade association advocating for organisations and individuals involved professionally in the production and presentation of theatre and the performing arts in the UK. Members of the Association include repertory and producing theatres, arts centres and presenting venues, opera and dance companies, commercial producers, associated individuals and businesses. Benefits include legal and industrial briefings, training and continual professional development courses, networking and the promotion of best practice within the industry.

For more information about becoming a TMA member or to be added to the TMA's Courses Mailing List, please contact Justine Forrest on 020 7557 6706 or email [justine@soltma.co.uk](mailto:justine@soltma.co.uk).

## Scottish Arts Council

The Scottish Arts Council is the lead body for the funding, development and advocacy of the arts in Scotland. It offers a unique national perspective on the provision and management of the arts which seeks to balance the needs of all arts sectors and all communities in Scotland. A key policy area is Audience and Organisational Development, which includes a commitment to increase the skills base and marketing resources available to Scottish arts organisations and arts marketers. For further information, visit [www.scottisharts.org.uk](http://www.scottisharts.org.uk).

Essentials of Marketing is devised and delivered by the Theatrical Management Association. TMA reserves the right to cancel the course at a minimum of one week's notice. A full refund will be given. Information is correct at time of going to print, but may be subject to change. The names "TMA" "Druidstone" and "Essentials of Marketing" are trade marks of the Theatrical Management Association Limited. All rights reserved.

---