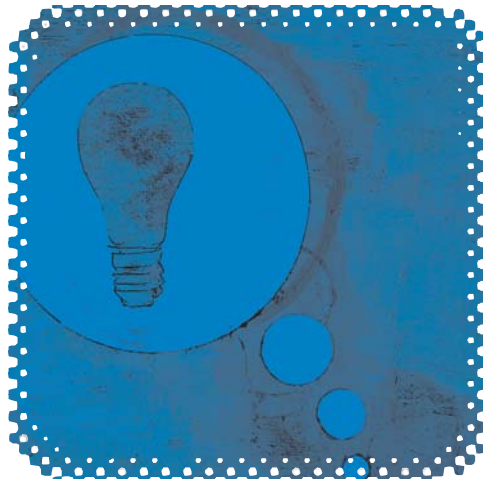


THEATRICAL
MANAGEMENT
ASSOCIATION

TMA

course:
the essentials of
marketing
'Druidstone' 2008



12-19 September 2008
Druidstone Hotel
Pembrokeshire, Wales

the essentials of marketing

Druidstone 2008

The Course and its Objectives

- The TMA's week-long Essentials of Marketing courses provide the only opportunity of their kind in the UK. Participants are provided with a thorough grounding in all aspects of arts marketing and a practical framework within which to carry out marketing strategies
- The course covers all the essentials of arts marketing including market research, copywriting, press and pr and e-marketing. Based on the latest knowledge about existing and potential arts attenders, it aims to give students the confidence to develop their work to its maximum potential on returning to their own organisations
- The work takes place in small, informal tutorial groups complemented by lectures and discussion groups. Participants are given a high degree of personal support from the expert teaching team as well as the opportunity to learn from the other participants, who come from a wide range of arts organisations. The course is an opportunity for participants to focus on their own organisation's needs, away from day-to-day work pressures
- Druidstone celebrates its 25th anniversary in 2008 and has a well-established reputation with employers, funding bodies and marketing practitioners. There are only 24 places available and there is always intense competition for places

Who is it for?

Druidstone is designed for people in the early stages of a career in arts marketing. Participants will have been working in arts marketing for between three months and 2 years and should have a firm commitment to a career in performing arts marketing.

The Teaching Team

The teaching team includes: Simon Drysdale, Managing Director of Impact Print Display and Chair of the Arts Marketing Association; Ros Fry, freelance marketing consultant and trainer; Heather Maitland, arts consultant and a Research Associate at the University of Warwick's Centre for Cultural Policy Studies; and Roger McCann, international arts management consultant and trainer. The Course Director is Kate Sanderson, freelance marketing consultant and trainer and former Director of Communications at West Yorkshire Playhouse.

The course will take place at the Druidstone Hotel, near Haverfordwest, Dyfed. Participants and tutors on the TMA course are the only occupants of the hotel during the week. It will start at 4pm on Friday 12 September and finish at 12.30pm on Friday 19 September.

How to Apply

Download the application form from www.tmauk.org/druidstone2008 or contact Justine Forrest at TMA on 020 7557 6706 or justine@solttma.co.uk

The deadline for applications is 1pm on Tuesday 1st July.

Fees

The course fee includes all accommodation, meals and snacks, tuition fees and extensive marketing resource pack. The cost is just £995 plus VAT. Please do not send payment. Invoices will be sent to successful applicants when they are accepted on the course.

Thanks to an award from the Arts Council of Wales, a small number of bursaries are available for delegates from Welsh organisations. Full details of how to apply for these bursaries are on the application form.

Further Information

Further information about the content of the course, along with full biographies of the teaching team is available at www.tmauk.org/druidstone2008. If you have any questions, please contact Kate Sanderson, Course Director on 07887 932132, kate@katesanderson.co.uk or Justine Forrest on 020 7557 6706, justine@solttma.co.uk

Testimonials from 2007 Participants

"I think I learned more in this week than I did in one year studying marketing and advertising!"

"You've changed my job entirely and made it exciting again!"

"the best experience in my career so far"

"fantastic tutors and guest speakers. Would have loved to pick their brains for even longer!"

"delighted with the comprehensive content and the enthusiasm and expertise of the tutors"

"every session was great – the variety of styles and approaches was a delight"

Theatrical Management Association

Theatrical Management Association is one of the most highly regarded and influential associations in theatre and the performing arts. 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. Visit the TMA's website for more information on membership www.tmauk.org

Essentials of Marketing is devised and delivered by the Theatrical Management Association. The 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 Theatrical Management Association Limited. All rights reserved
