

Essentials of Marketing

Druidstone 2013

Date:	Mon 21 st – Sat 26 th Oct 2013	Times:	Monday start time: 1.00pm Saturday end time: 12.30pm
Duration:	5 days	Location:	Catthorpe Manor, Rugby
TMA / SOLT Members Price:	£1050 +VAT	Non-Members Price:	£1250 + VAT

BURSARIES

Creative Scotland has kindly provided 5 bursaries for the Essentials of Marketing course.

For further information and to check your eligibility, please go to www.tmauk.org/druidstone2013 and read the *Bursary Award Information and Terms & Conditions* document and complete the *Essentials of Marketing Bursary Application Form*.

TESTIMONIALS FROM 2012 PARTICIPANTS

"I am so grateful to have been part of Druidstone – it was wonderful! Amazing sessions, tutors and resources."

"The course was very intense, challenging and stimulating in a really good way. I was completely engaged throughout, even with the long days it was extremely well varied and structured with excellent support from the tutors and the workbook."

"Fantastic tutors and visiting lecturers! The course was intense but also carefully structured to allow time to process the learning and create practically manageable targets for new initiatives back in the workplace."

INTRODUCTION

The Essentials of Marketing is the leading entry-level arts marketing course in the UK. Since 1984 it has produced generations of professionals who have gone on to be the Marketing Managers and Marketing Directors of today.

For 2013, the course has been overhauled with the development of a **new workbook** and the creation of the **Druidstone website**, providing delegates with resources with a click of a mouse button. The course aims to equip junior arts marketers with the essential knowledge, skills and confidence to undertake their marketing responsibilities in a better and more fulfilling way whilst developing a support network of peers. A post-Druidstone workshop held six months after the course also provides an invaluable opportunity for delegates to share their experiences and discuss with their tutors the implementation of their learning within the workplace.

SUITABLE FOR

The Essentials of Marketing is aimed at those with between six months and two years experience in arts marketing, ideally working in a performing arts context.

COURSE CONTENT

Placing marketing within the wider organisational context will be the starting point for the course, focussing on creating effective marketing campaign plans. A thorough grounding in the following areas will be gained providing an ideal toolkit for today's arts marketer: ***Understanding and Targeting Audiences, Strategic Campaign Decisions, The Marketing Mix, Making Choices with Limited Resources; The importance of Evaluating Campaign Success.***

The course provides a framework of skills that can be adapted and directly applied by delegates back in their workplace. Specific topics covered are likely to include digital marketing, social media, Press & PR, research and effective copywriting.

COURSE FORMAT

The format will be a mixture of full group lectures and workshops and small, informal tutorial groups of no more than 8 people. There will also be plenty of opportunity to seek advice and guidance from the individual tutors, all of whom are practising senior professionals within the industry.

LOCATION

This year the course will be held at Catthorpe Manor, Leicestershire. This stunning 19th Century manor house is set within 22 acres of landscaped garden and parkland. With exclusive use for the week, it will provide the ideal retreat, offering excellent transport links. The comfortable sleeping accommodation is provided within a purpose-built accommodation block. *Most rooms are single occupancy* and accommodation will be pre-allocated.

TUTORS

Kate Sanderson, Course Director, Ed Newsome and Matthew Austin, Sarah Ogle, Resident Tutors
Other tutors to be confirmed

FEES: WHAT'S INCLUDED

Tuition fees, accommodation at Catthorpe Manor for 5 nights (Mon-Fri) and full catering (breakfast, lunch & dinner) and an extensive resource pack. A coach will be provided from Catthorpe Manor to Rugby Train Station on Saturday the 26th October, free of charge.

Delegates will be expected to pay for their own travel to and from Rugby and to Catthorpe Manor and for any accommodation either side of the course dates. A follow-up day for participants will be held in London in spring 2014 and this should also be budgeted for.

APPLICATION PROCESS AND DEADLINE

To apply for this course please go to www.tmauk.org/druidstone2013 and complete the Essentials of Marketing Application Form. Please note that places are strictly limited.

Please submit your application by **Friday 26th July 2013** as places are strictly limited.

Those applying for bursaries should submit their Bursary Application Form and the Essentials of Marketing Application Form together by the 26th July.

TERMS AND CONDITIONS

It is a condition of entry to the course that you confirm that you are able to attend for the full duration, from Monday to Saturday.

By booking onto any of our events, you agree to our terms and conditions. Full details can be found by going to www.tmauk.org/termsandconditions.aspx