Do you want to know how to present yourself, your company, your projects: from the dossier to the pitch? Do you want to learn how to “sell” what you created in the best way?

We are happy to inform you about our Seminar: Self-promotion strategies in culture to be led by Mara Serina – an expert in communication strategies and lecturer at the Civica Scuola di Teatro Paolo Grassi (IT).

The seminar is intended for artists as well as producers, agents, cultural managers, students of the arts, and dance departments.

Sign up for the theoretical and practical 3 day-long online workshop on self-promotion and networking till 28th February 2023 and don´t miss the Early Bird.

How to present yourself, your company, your projects: from the dossier to the pitch.

📍 Theoretical and practical 3 day-long workshop on self-promotion and networking for all artists who want to be heard and who want to learn how to “sell” what they created in the best way. The workshop can also be attended by producers, agents, cultural managers, students, and everyone who is interested from the general public.

📍 Seminar leader: Mara Serina (IT)

📍 Dates: 17 – 18 – 19 March 2023 (3 days, 2 hours/per day)

⏰ Time 17:30 – 19:30 (total 6 hours)

📍 Place: Online on ZOOM

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Programme

➡️ Lesson 1: Here I am. How to introduce yourself and your company in an effective way? How to be confindent in speaking about your activity? The first lesson is focused on which are the essential information that an artistic director of a festival/theater is looking for?

➡️ Lesson 2: A good dossier can save your life. How to write an effective dossier? How to present your show in the best way to catch the audience’s attention?

➡️ Lesson 3: Practical lab. Let’s work on your dossier (if someone has a draft of his/her dossier or a presentation of his/her show, we can work on it), let’s have a look at your website and Social media and focus on your brand identity.

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💡 Practical information:

The workshop will be realized during 3 days: 17 – 18 – 19 March 2023.

Every day from 17:30 to 19:30 (a total of 6 hours) on the ZOOM platform.

Lessons will be led in English language.

Basic price: 85 EUR/2000 Kč

Early bird: 70 EUR/1700 Kč / registration and payment before 28 February 2023

For students: 50 EUR/1200 Kč / with a valid student card

THE CAPACITY OF THE WORKSHOP IS LIMITED!

Registration | <http://bit.ly/3I9iDhk>

DEADLINE FOR APPLICATION: 13/03/2023

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