

COMPASS: Marketing & PR Workshop

Venue location:

The Scottish Poetry Library
5 Crichton's Close, Canongate
Edinburgh EH8 8DT
0131 557 2876

Key contact:

Kristian Smith
Programme Coordinator
kristian@craftscotland.org
0131 466 3870

Workshop information

9.45am – 4pm, Thursday 14 March 2019

Registration: 9.15am – 9.45am

Please note, bookings will close at **5pm, Friday 8 March 2019**.

The Craft Scotland team will be on-hand to greet you.

Tea / coffee will be provided during the workshop. Please note, lunch will not be provided.

There are several food outlets located close to the venue at Holyrood Road and Canongate.

About the workshop

Whether you are just starting out or already an established business, this Marketing & PR Workshop will help you to clarify your understanding of marketing, revise your strategy and consider the benefits of digital marketing and public relations (PR).

This is the first of three one-day learning and development workshops for COMPASS: Emerging Maker 2019 Programme.

We know that getting customers to know about your business, all on a limited budget, can be challenging. Research* shows that marketing contributes three times more value to any business strategy than any other business function.

Our Marketing & PR Workshop will help you understand the techniques that will increase your exposure and build your income. Whether you are looking to find out about social media, blogging, branding or strategic partnerships - come and be inspired by Craft Scotland's knowledgeable speakers, including a maker who has successfully used marketing to grow their business.

* Source: [Small Business](#) magazine

What will you learn?

- The difference between marketing, sales and advertising
- Explore how branding can add value to your customer's experience
- Discover what public relations (PR) can do for your business
- Learn how to create a marketing strategy
- Get tips to grow your contact database and increase brand exposure
- How much you should spend on marketing
- How to get the best out of website marketing, including search-engine-optimisation (SEO)

Speakers

Denise Strohsahl: Owner, [Sandstone Castles](#)

Denise Strohsahl is a marketing consultant who helps small businesses get to grips with their marketing and attract more of their ideal customers. Denise started her career as a copywriter and quickly found her way into marketing. After ten years of gaining experience working for small and large businesses, she left her position as creative director at a large global corporation to start her own consultancy. Since then, Denise has been working with small businesses (up to 50 employees) from a wide range of industries, notably interior and graphic design, writers, creatives, consultants and coaches, local retail businesses and trades.

Owen O’Leary: Publicist, [Oh Really PR](#)

Owen O’Leary is a dynamic marketing and communications professional. Based in Edinburgh, Owen brings a wealth of fresh ideas and a new approach to artists, makers and cultural organisations across Scotland. From putting events firmly in the media spotlight to building long-term communication strategies, Owen brings a passion for finding innovative routes to market through effective media and marketing campaigns.

Working across a range of sectors Owen has delivered successful campaigns for organisations and events such as Craft Scotland, Local Heroes Design, Panel, Edinburgh College of Art and more.

With over 15 years’ experience in media relations, Owen has a wealth of contacts across Scottish, UK national and international titles.

Maker (to be confirmed)

Craft Scotland will invite a maker to speak who has successfully applied marketing strategies to grow their business.

Responsibilities

Your commitment:

- Prepare for the workshop as advised
- Cover your own travel costs
- Provide feedback as requested after the workshop

What Craft Scotland will do:

- Provide on-site management at the workshop
- Evaluate the workshop

Eligibility

The workshop has been designed predominantly for makers and it could also be suitable for those working in visual arts and other related areas.

This Marketing & PR Workshop is suitable for those with a basic understanding of the principles of business marketing.

Fees & costs

A place on the one-day workshop costs £60.00.

Makers who are currently part of COMPASS: Emerging Maker Programme 2019 will automatically have a place on the workshop.

How to book

To book, please: <https://www.eventbrite.co.uk/e/marketing-pr-workshop-for-makers-tickets-5557350685516:00>

Please note, bookings will close at **5pm, Friday 8 March 2019**.

Venue information

Venue

The workshop takes place at the [Scottish Poetry Library](#), 5 Crichton's Close, Canongate, Edinburgh EH8 8DT.

Accessibility

The venue is fully accessible with ground-floor entrance and a lift accessing all three floors. There is one adapted toilet on the basement floor. Guide and hearing dogs are welcome. Please email kristian@craftscotland.org or call 0131 466 3870 if you have any questions or concerns about accessibility.

There is one disabled person's parking place (Blue Badge) available on Canongate, please see [Edinburgh City Council](#) for more information.

Wi-Fi

Free Wi-Fi is available throughout the venue.

Travelling to the workshop

Craft Scotland encourages you to use greener methods of travel to attend our workshops whenever you can.

Bike

There are two bike racks to the front of the venue building.

Bus

There are several bus routes close to the venue, please see [Lothian Buses](#).

Train

The nearest train station is [Edinburgh Waverley](#) which is a 10-minute walk from the venue.

Car

Follow signs to the city centre. Crichton's Close parking restrictions do not allow parking at any time. Nearest alternative parking is at [Waverley Station car park](#) at New Street, EH1 1BB.

Further information

Please contact Kristian Smith, Programme Coordinator, by email kristian@craftscotland.org or by phone 0131 466 3870

About Craft Scotland

Craft Scotland is the national development agency for craft. We put makers at the heart of all we do, championing diverse and high-quality contemporary craft. We help people learn about, appreciate and buy craft, promoting the contribution of craft to Scotland's cultural, economic and social well-being.

Through our exhibitions and events programmes, digital platforms and strategic partnerships, we provide leadership for the sector. We create opportunities for makers to develop their creative and business practice, and to exhibit and sell work in Scotland and beyond. We are a registered charity supported by Creative Scotland.

This information is available in large print or as a word document upon request.

WILLIAM GRANT
FOUNDATION



Supporting Makers, Promoting Craft

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