

ARTQUEST

TUTOR SESSION PLAN

Prior to the session listen to / read:

- [Artquest's article and accompanying audio on writing a press release](#)

Prepare

- Different kinds of marketing and interpretation material for a range of exhibitions such as a press release, exhibition interpretive guide, exhibition catalogue, invitation, exhibition/gallery leaflet etc. (Collate one pack of different types of material per group)

Session 3 – Publicity and marketing

Introduction to session and themes - (10 mins)

Group analysis of press release samples - (20 mins)

Distribute a selection of press releases to students to read in session. Students are asked to consider and discuss in their groups what the key elements of press releases are, what they consider is a good press release and why.

Feedback from groups with facilitated discussion - (20 mins)

Through feedback and conversation with the students establish what the key elements of an effective press release are. (Also what pitfalls to avoid)

Break - (15 mins)

Group analysis of other types of print- (30 mins)

Using samples of publications, leaflets and text panels groups break down what different actions might go in to each (design, printing, production, proofreading etc). Ask group to consider how and to whom the material is likely to be distributed and if and how this reflects on the tone and content.

Groups feedback responses to the material - (20 mins)

Questions and summary - (10 mins)

After the sessions students follow up by listening to and looking at the following

- [A curating tool kit: session 3 playlist](#)
- [Article and audio on marketing approaches by Laura Eldret](#)
- [Audio on representing yourself by Rosalind Davis](#)
- [Article and audio on Social networks and blogs](#)
- [Article on mailing lists](#)