

Reaching your Market: Make the most of your online presentation, marketing and social media

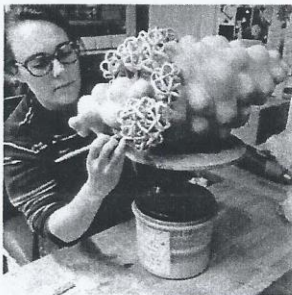
Friday 9th February, 12.45 - 5pm

Meeting Rooms 5 & 6, Canada Water Library, 21 Surrey Quays Road, London, SE16 7AR.

Who is speaking?



- Emma Tweedie, Teacake Tuesday PR whose clients have included Marks and Spencer, John Lewis, Timothy Everest MBE, Seek and Adore and Halcyon Days. Emma will be helping you get to grips with self promotion, your branding, establishing a marketing strategy and help you shape your online promotion



- Tessa Eastman, is an award winning British ceramic artist with over twenty years' experience of working with clay. In 2015 gained a MA in Ceramics & Glass from The Royal College of Art. Her dynamic work is at the vanguard of the British contemporary ceramic art scene with her originality, skill and above all with a daring new approach to the art form.

Tessa was shortlisted for the Young Masters Maylis Grand Ceramics Prize in 2017 and won the Craft Emergency Award. She has been exhibiting in the UK and abroad since 2005 and notable shows include Puls Contemporary Ceramics at Gallery Puls (Brussels, 2017) and Collect.

What is on offer?

- Advice on the logistics to understand and utilise social media marketing
- Why an online profile is important, what you should be considering and how to make the most of potential opportunities.
- Introduction to approaching press outlets

Proposed Agenda

- 12.45pm arrive & registration, tea/coffee
- 1.15pm welcome and introductions
- 1.45pm Emma Tweedie - Industry advisor
- 2.30pm Break
- 2.50pm Workshop continued
- 3.20pm Tessa Eastman - Maker presentation
- 4pm Reflections & Q&A
- 4.20pm Networking
- 5pm Finish workshop

What refreshments are provided on the day?

Tea and coffee will be provided at the start of the session and during the afternoon break.