



INTRODUCTION TO ARTS MARKETING

Day Course | 8-12 July, 2019 | Lecture venue: Sotheby's Institute of Art, 30 Bedford Square, London WC1B 3EE

Fee: £1,350 including the guided visits and transportation during the course (early-bird: £1,250 if registered by 10 June 2019)

Just like the art market, arts marketing is a competitive and rapidly changing industry. This intensive five-day course provides participants with a strong understanding of marketing concepts, theories and practical applications through the analysis of effective and ineffective case studies and scenarios in the art world today. The course is designed for those who wish to understand more about different aspects of marketing including but not limited to digital, influencer and content marketing, social media, optimisation tactics, brand management, public and press relations, strategic and budget planning.

Monday, 8 July

09.45 – 10.00

10.00 – 11.15

11.30 – 12.45

12.45 – 14.00

14.00 – 16.30

Marketing in the Arts: Principles and Practice

Registration and Welcome at Sotheby's Institute of Art, 30 Bedford Square, WC1B 3EE

Market Overview: from Traditional to Online Marketing

Dr Vera Hoelscher, Consultant Lecturer, Sotheby's Institute of Art

Creating a Marketing Strategy versus a Marketing Plan

Dr Vera Hoelscher

Welcome Lunch (at the Institute)

Workshop and Case Studies:

Arts Marketing in Practice

Dr Alix Slater, Museum, Heritage and Arts Sector Consultant

Tuesday, 9 July

10.00 – 11.15

11.30 – 12.45

12.45 – 14.00

14.00 – 16.00

Social Media, Influencer Marketing, and Digital Art

Leveraging Social Media beyond Social Networks

Mary Agnew, Company Director and Head of Digital Media, Pelham Communications

Building an Influencer Strategy: Setting Goals and Tracking ROIs

Maddie Raedts, Founder and CCO, IMA (Influencer Marketing Agency)

Lunch (self-arranged)

Panel Discussion: *Art Going Digital!*

Moderator:

Georgina Adam, Author of *Big Bucks & Dark Side of the Boom*, and Art Market, and Editor-at-Large, The Art Newspaper

Panellists:

Süreyya Wille, Director, Global Strategic Partnership, Artsy, London

Jason Bruges, Director, Jason Bruges Studio

Suhair Khan, Lead, UK Partnerships and Projects, Google Arts and Culture (invited)

Drinks Reception (at the Institute)

Wednesday, 10 July

10.00 – 11.15

11.30 – 12.45

12.45 – 14.00

14.00 – 15.15

15.30 – 16.45

Content Marketing and SEO

Understanding Content Marketing and Management

Dr Vera Hoelscher

Corporate Communication

Francesca Hawkins, Marketing and Communications Manager, Fine Art Group

Lunch (self-arranged)

Effective Websites and Search Engine Optimisation Tactics

Antonello Romano, Head of UX and Digital Strategy, Roll Studio

Workshop and Case Studies

Orlando Festa, Director, Roll Studio

Thursday, 11 July

10.00 – 11.15

Brand Engagement and PR*Overview of the Current PR Landscape*

Sophie da Gama Campos, Director, Pelham Communications

11.30 – 12.45

Leveraging the Power of Media and Press Relations

Sophie da Gama Campos

12.45 – 14.00

Lunch (self-arranged)

14.00 – 15.15

Research and Engagement: Getting to Know Your Audience

Dr Amy Mechowski, Consultant Lecturer, Sotheby's Institute of Art

15.30 – 16.45

Rebranding and Building New Audiences

Dr Amy Mechowski

Friday, 12 July

10.00 – 11.15

Global Marketing Strategies*Overview of Digital China*

James Hebbert, Managing Director, Hylink Digital Solutions

11.30 – 12.45

Running Successful Campaigns to Chinese Buyers

James Hebbert

12.45 – 14.00

Lunch (self-arranged)

14.00 – 15.00

Global Marketing Trends

Dr Vera Hoelscher

15.00 – 16.00

The Future of Marketing and its Unique Value Proposition

Dr Vera Hoelscher

The timetable may be subject to change.

For more information :

Sindy Mak, Public Programmes Manager

+44 (0) 207 462 2490 or s.mak@sothebysinstitute.com**Sotheby's** INSTITUTE OF ART