

Workshop Programme 2005/06

PR and Marketing

This ever-popular Workshop consists of:

Each pupil (max 20 pupils in total) will learn about different methods of PR & Marketing, before developing their own promotional material including designing their own logos, swing tags, and advertising layouts, followed by an overview of writing their own press release and fashion magazine article.

This session can be geared towards actual GCSE coursework where required, and the emphasis of the session is to develop an understanding and an appreciation of the various methods of marketing and PR and to assist with developing their overall standards in presenting their work professionally.

Agenda

You will arrive at 9.30am (or as soon as possible after that time) at the Designer Forum, Designer Forum Studio, 69-73 Lower Parliament Street, Nottingham. Please report to the main reception desk where you will be greeted by an EMTEX (Designer Forum) member of staff.

■ **Induction** - There will be a short health & safety induction where all pupils and members of staff will be given instructions on what to do in an emergency, basic rules & regulations and also an overview of the day's activities.

After the induction the group will be split up into two.

■ **Morning Session** - Pupils will work in pairs within the IT Suite where the pupils will be given a demo of the SPEEDstep software, they will then be assisted to create their own logos, swing tags & labels, and mock adverts assisting them to create professional layouts for their work.

Lunch Break Approximately 1 hour

■ **Afternoon Session** - After a brief interactive presentation & quiz about marketing & PR, pupils will again work in pairs within the IT Suite where they will be shown how to write their own press release working on the computers to develop different styles of writing, layout and fonts. This will be followed by the opportunity to turn their press release into a magazine article / website using images, columns, overall layout skills, etc. They will then be asked to present back their work to the group. Work completed (where not being used for GCSE coursework) will be featured on the Designer Forum's portal website www.design-online.net

■ **Timings** - Depending upon start times we aim to complete by 3.30pm, and the average time spent at the centre should be 6 hours in order for each pupil to complete the activity successfully.

■ **Refreshments** - This site has not catering facilities available upon the day. We recommend that each pupil bring a pack lunch with them.

■ **Price - £425.** This price includes a Industrial Printing & Dyeing CD Rom / or a Manufacturing Poster Pack

DESIGNER FORUM

Supporting the business of fashion & textiles