

MARKETING FOR ARTISTS

NEWSLETTER

ISSUE III - DECEMBER 2023

MARKETING 4 ARTISTS PROJECT: A REVIEW

At the finishing line of Marketing4Artists, it is now time for an overview of the activities carried out and of the results achieved with this Erasmus+ funded project.

Marketing for Artists (M4A) project proposed to adapt the curricula of Vocational Education and Training (VET) Art courses to include innovative training units that would allow students to develop marketing skills, and teachers to be capacitated to use alternative pedagogical methods to increase students' engagement with training. The main purposes? To ensure a successful integration of these students in the labour market of the Art sector, and to increase attractiveness of VET.

To achieve such purposes, EfVET European Forum of Technical and Vocational Education and Training (BE) LIVE College (FI), Materahub (IT), "Romulus Ladea" High School of Visual Arts (RO) and Education In Progress (ES), under the coordination of Šolski Center Srečka Kosovela Sežana (SI) worked together since January 2022 to develop the following M4A results:

Project Result 1 - A Transnational Report focused on the results of **M4A Methodology** implementation: an online **Desk Research** to collect relevant information about VET Art curricula in different European countries, and best practices and legislation that regulate their implementation, **Questionnaires** designed to assess teachers' and students' previous knowledge about Marketing subjects, and **Focus Groups** where teachers, students, artists and Art experts participated to provide to M4A partners their perspective about PR1 and how M4A Methodology could be integrated into the project's training contents.

PR1 is available for consultation [here](#).



Project Result 2 – The **M4A Training Contents and Evaluation System** was developed based on the finding of PRI. Each partner was responsible for developing one of 6 learning modules of M4A, or Units, aimed at VET Art teachers (Unit 0) and students (all remaining Units):

Unit 0: Teaching Strategy and Tools – Training of teachers on basic general marketing knowledge and skills, and on alternative pedagogical approaches used in classroom contexts;

Unit 1: Supply and Demand of Cultural Artistic Services – Analysis and study of the needs, and supply and demand of cultural services;

Unit 2: External Relations – Identification and activation of the external relations with organisations, institutions and various stakeholders;

Unit 3: Artistic Profile Promotion – Includes Design of promotional services focused on cultural heritage, definition of a marketing plan, and preparation of products for communication and promotion of cultural goods and services;

Unit 4: Monitoring and Evaluation of Art Promotion - Monitoring and evaluation of cultural heritage promotion activities;

Unit 5: Exploitation Tools in Practice - Exploitation tools, focused on the Challenge Based Learning and the use of ESCO by students.

All Units, their training materials and evaluation questionnaires are available in an online training platform, which issues a Certificate after the successful completion of each Unit. The online training platform, where users need to register to undergo M4A training, is accessible to the public as an Open Educational Resource (OER), [here](#).



M4A Training Contents/Units

Project Result 3 – A Policy Recommendation aimed at policy and decision makers across Europe, fostering the inclusion of M4A learning modules on VET Art curricula as additional materials that will enrich it, and will allow students to develop the necessary marketing skills for a successful integration into the labour market.

This document provides to its readers a description of all activities conducted in M4A project for their better understanding, a description of the potential impact of the project's results on VET Art schools in Europe, and policy recommendations to national and European policy makers working in the Education field.

This M4A result will become available on the project's website - <https://m4a.erasmus4artists.eu/> at the beginning of January 2024.

In addition to the activities required to achieve these results, M4A partners also gathered for a number of online and in person Partners' Meetings.

The last Transnational Partners' Meeting (TPM) was held in Sežana (SI), between November 15th and 17th, hosted by M4A coordinator, in parallel with the final national Multiplier Event in that country.



M4A Partners at the final project's TPM, in Sežana (SI)

Do you want to know more about these and other M4A activities implemented, and read all M4A partners' articles focused on the topics addressed by the project?

Visit the following links:



M4A Website | <https://m4a.erasmus4artists.eu/>

M4A Facebook | <https://www.facebook.com/M4Aeu>

M4A NATIONAL MULTIPLIER EVENTS



M4A Multiplier Event | Materahub (IT)

During the months of October and November 2023, all M4A partners conducted their own National Multiplier Events, online and in person, to present the project's results to participants and to discuss how these results can be used beyond the project by VET System across Europe.

In total, there were more than 240 attendees (among which were VET directors/managers, teachers and students, artists, designers, decision makers, education and Art experts) who actively participated in these event.

Overall, their level of satisfaction with the events was high as they learned how to use M4A online training platform on their phones to access to the different Learning Units, heard experts' perspectives on the importance of developing marketing skills and how M4A results foster the development of such skills, and were presented with real testimonies from VET Art students who applied their marketing skills to create start-up companies.

Highly insightful events for all, including for M4A partners, who were able to grasp the real impact of the project's results for which they have worked so much during the 2 years of the project. Very rewarding!



M4A Multiplier Event | LIVE College (FI)

M4A MULTIPLIER EVENT IN SLOVENIA

On November 17th 2023, all M4A partners gathered in the premises of the Higher Vocational College (Sežana Incubator) for the Slovenian national Multiplier Event (ME) of the project.

In Erasmus+ funded projects, these kind of events are intended to present the projects' results, and this was also the case with M4A ME, where all results were presented to an audience of more than 40 people, including a group of invited teachers from the Mongolian University of Science and Technology (Faculty of Design), from Ulaanbaatar.

M4A results were, thus, presented by the project's coordinator (and professor at School center Srečko Kosovel Sežana), Maja Prešeren, after the welcoming words of the school's director, Dušana Štolfa.

Next, a presentation focused on the use of the M4A online training platform in various fields, and on the teachers' perspective about it, under the theme "Why teach marketing for artists?", was done by Dr. Aleš Lipnik, lecturer at the Faculty of Design, moderator of this Multiplier Event.

The perspective of Art students was provided by the students of the Ljubljana Faculty of Design under the topic "Why learn marketing for artists?", followed by a presentation on the possibility of using the M4A methodology in non-formal education, made by Maja Cergol Lipnik (Incubator Sežana).

The representatives of the Mongolian University of Science and Technology were invited to present their perspective on the topics addressed by the ME. Dr. Narantogtokh Davaajav shared information about marketing for Art students through the Golden Mouse Festival organised by this University. After that, Jurij Tenze and Minea Vrabl, students of the Higher vocational college Sežana, presented their point of view about their participation in this Festival, with the contribution "How to win at the Golden Mouse festival and use it for marketing purposes?".

All participants were impressed with this event. Among them were teachers/principals of other arrangement schools in Slovenia, students of VSŠ Sežana and members of the Alumni Club, representatives of companies/institutions in cultural and creative activities, a representative of the Institute of Education of the Republic of Slovenia and the Koper Scientific Research Center, and the representatives of the supporting environment - Tehnološki park Ljubljana and Incubator Sežana d.o.o.



M4A Multiplier Event & M4A Partners | Šolski Center Srečka Kosovela Sežana (SI)

M4A MULTIPLIER EVENT IN ROMANIA



M4A Multiplier Event | Painting from the exhibition at the ME in "Romulus Ladea" High School of Visual Arts (RO)

The national Multiplier Event (ME) of M4A in Romania was carried out by "Romulus Ladea" High School of Visual Arts, in Cluj Napoca, on November 27th, 2023.

This ME had many guests, including VET school managers, Cluj County School Inspectorate representatives, teachers and students from the University of Arts and Design, teachers of Visual Arts from other schools, members of the Union of Visual Artists from Romania, public officers, trainers from the County Training House for teachers, painters and Association representatives.

The students who participated in M4A Learning Activity back in March 2023 also attended this event which, in addition to the exploration of M4A online training platform, also had a painting exhibition in which each student presented three art works displayed during the National Conference and at the meetings with the school's students and parents.

Feedback from participants

The participants of the Romanian ME appreciated the results of the project and stated they think it would be possible to use M4A Training Platform in their organization/school. They learned new and useful things and met new people, with whom they expect to collaborate in the future.

Also, they said they would like to take at least one of the Training Units presented in the event to use it in their teaching activities, and that they would recommend the M4A Training Platform to use it in their activities.

Participants discussed and analysed the ways in which M4A Training Contents can be integrated into the curriculum of VET Art schools: they can be embedded as extracurricular activities, practice-based learning and project-based learning. Other propose activities included meetings with curators and gallerists, polling the public, and inviting the Romanian painters to talk about success in Art.

Both teachers and students consider the project's products very useful because they offer young artists a set of tools to facilitate integration into the labor market, career advancement, contribution to community progress and optimal visibility of one's own value as an artist.

The project team translated the entire training content in Romanian, which soon will be available on the project website.



**MARKETING 4 ARTISTS IS AN ERASMUS+ FUNDED PROJECT,
WITH A DURATION OF 24 MONTHS (January 2022 - January 2024)**

All M4A results will be available **for free for at least five years** after the end of the project, at <https://m4a.erasmus4artists.eu/>.
M4A Partners and interested VET stakeholders will actively use those results after the project's conclusion, in their work, in various ways.

MARKETING 4 ARTISTS PARTNERS ARE:

Šolski center
Srečka Kosovela Sežana

e-ducation
in progress

mh
materahub

EFVET
European Forum
of Technical and Vocational
Education and Training

LIVE

LICEUL
DE ARTE
VIZUALE
ROMULUS
LADEA