

‘Making a Great Career as an Artist’

Bologna - Day 2

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Day 2 - Your profile and your career

1. Basic communication tools
2. You get what you pitch for and you're constantly pitching



Written Communication

Non-Verbal Communication

Verbal Communication



The Basic Learning & Communication Styles

Visual

Auditory

Kinesthetic

Sub learning styles: Spatial... Logical... Social...

Basic communication tools

Why is communication important?

List a few communication methods.

What are your communication tools?



Spoken

Words

Codes

Signs

Displays

Numbers

Objects

Written

Gestures

Art

Symbols

Positioning

Body language

Photographs

Fashion





Written Communication

Explore various written communications forms and their importance



Written Communication

The purpose

The layout

The content

The tone and style

The purpose

How you organise the writing will be determined by the purpose. You will write a letter differently to a report, a set of instructions or a message.

Ask the questions:

Why am I writing?

What do I want to happen as a result of this writing?

- > Make a list of writing you need to do.
- > Write next to each, why you're writing.
- > What do you want the other person to do or the desired outcome.

The layout

The layout helps achieve the desired effect to produces results.

Make sure to insert all essential information.

Letters: Name, address, phone, email, reference etc

Memos: Message, accident forms, incident forms etc.

Standard templates: Newsletters, letters, applications etc.

The content

You should ask the questions:

What is my purpose?

What is my intended outcome? (what do I want to happen?)

What do I need to include?

> Go back to ‘The purpose’ and insert all details you need to include for each of the tasks

The tone and style

Ask yourself:

How does this sound?

Who is my audience?

Do I know them?

What will they expect from me?

How will I influence them?

The tone and style

Business writing includes:

Words which are precise and clear

Language which will be understood by the intended reader

Whole words, not contractions (eg: do not instead of don't)

Formal phrases

Courteous, positive tone

If we're writing to someone we know we may use a more more personal, friendly tone.

Four formats of laying the information

Block writing

Bullet points

Paragraphs

Sub-headers

Basic CV Templates

[Click here to visit a few CV samples](#)



Non-Verbal Communication

Explore non-verbal communication

Body language, Dress, Symbols etc



Pitching

You get what you pitch for and you're constantly pitching

What is a pitch?

Personal/Project/Business pitch is a presentation by one or more people to a employer, funder, investor or a group of investors.

It can also be an email, letter, or even an impromptu conversation.

Social and Scheduled Pitch

Social Pitch:

30-45 seconds:

It's designed to 'hook' the right people so that they want to know more and then you can make a time to deliver your scheduled pitch.

The Scheduled Pitch:

5 minutes to 5 hours:

It's designed to move people towards being open and enthusiastic about moving to the next step, investment, agreement, employment etc.

How to write a good pitch?

Introduce your story idea and define your angle...

Explain why your idea is timely, unique, important, and/or of interest to...

Estimate a deadline for your piece...

Include your contact details...

Include any evidence to demonstrate your experience...

The Social Pitch

Name: State your name, position and your company/ role.

Same: Mention industry/ field or someone whom is well known in this field

Fame: Why are you different or unique? Think only on 140 characters
(witting)

Aim: What are your immediate plans? Why you're doing what you do?
(mention the problem or challenge)

Game: What are you planning to achieve in the next 1-3 years
(Copyright Dent Global)

Thank you!

Tomorr Kokona

Bringing Business to the Arts

Performing Arts Consultant and Coach
for Individuals and Organisations

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