

Professional Development 2018

Mayo Art Service, Mayo County Council



Laying the foundation for Youth Arts Professionals with Dave Kelly

Tuesday, 6th November, 10am – 5pm, Ballina Art Centre.

Writing about your work for all Art Forms with Patricia Clyne Kelly

Thursday, 8th November, 10am – 3pm, Linenhall Art Centre.

Limited one to one sessions available afterwards.

Pricing your work for Visual Artists with Patricia Clyne Kelly

Friday, 9th November, 10am – 3pm, Linenhall Art Centre.

Limited one to one sessions available afterwards.

Documenting your art work for Visual Artists with Tim Durham

Wednesday, 14th November, 10am – 5pm, Ballinglen Arts Foundation.

Front Page News - Getting Your Festival Noticed! for festivals with Aileen Galvin, Sync or Swim.

20th November, 10.30am – 4pm, Mayo Arts Office Cedar House, Castlebar.

Disability & Equality Training for Venues with Damien O'Connor

December 2018, Date TBC, Castlebar.

Free Events. Booking is essential as places limited.

Bookings via Mayo Arts Service.

Email: Mayoarts@mayococo.ie; Tel: 094 9064367/094 9064376.

Laying the foundation: A guide to Youth Drama Facilitation with Dave Kelly

Tuesday, 6th November, 10am - 5pm. Maximum Participants: 15

Ballina Art Centre.

A one-day masterclass aimed At Mayo based trainee drama facilitators, new youth theatre leaders, senior youth theatre members, teachers, youth workers, actors and artists who want to develop their drama facilitation skills. For more experienced facilitators, the course will provide new material and fresh approaches to their facilitation practice.

The masterclass will introduce participants to the facilitation methodologies included in the book 'Laying the Foundations', that guides facilitators through a ten-week drama workshop programme and will be available to purchase. Throughout the day training the participants will have the opportunity to: Source new material and approaches to elements of drama facilitation and explore fresh ways to build basic drama skills with a group. The training will also include introduction of a variety of drama workshops, planning exercises, discussion and feedback from the workshops. The process will help participants to interrogate a programme from the facilitator's perspective and gain an insight into how to best use the book with your group.

Dave Kelly is the National Training Co-ordinator for Youth Theatre Ireland. He has co-ordinated the development and delivery of Artstrain, Youth Theatre Ireland's full-time Drama Facilitation course. Dave has been Artistic Director of Dublin Youth Theatre since 2014. He has worked as an assistant director on four National Youth Theatre Productions. He was the Associate director on the Children's European Youth Theatre encounter in Cork in 2005. Dave has worked as a drama facilitator for over 25 years working with many Irish theatre companies and organisations including Calipo, Graffiti, Upstate and TEAM as well as the Abbey Theatre's Outreach and Education Department, The Civic Theatre's Tenderfoot programme and the National Youth Council of Ireland.

Laying the Foundations Book: Copies of the book will be on offer at a reduced rate for participants of €20.00. When booking please indicate if you will purchase the book. Please e-mail a short outline of your experience with youth drama facilitation when booking.

**YOUTH
THEATRE**

IRELAND

Writing about your work with Patricia Clyne Kelly for all Art Forms.

Thursday, 8th November, Linenhall Art Centre, Castlebar. 10am - 3pm. Max participants: 12. For Mayo based artists.

An artist statement, CV and a biography are fundamental ways of promoting artists work and are basic requirement in proposals and applications.

This session is designed to give artists the know how and understanding to write clearly articulated and comprehensive CV's, biographies and statements that describe their art in an engaging and personal way that is accessible to most readers. The session will provide a workshopped approach allowing discussions and debate.

There are a limited number of one to one mentoring slots available with Patricia after 3pm. Request when booking.

Costing and Pricing your Work for Visual Artists with Patricia Clyne Kelly.

Friday, 9th November, Linenhall Art Centre, Castlebar, 10am – 3pm. Max participants: 15. For Mayo based artists.

Whether submitting a proposal, working to a project budget or selling your work, it is essential to know how to calculate costs and to have confidence that the price you ask will be sufficient to cover expenses and generate an income and funds for future research and developments during the quiet times.

This workshop will look at basic financial accounting and is simplified into a structure that will assist artists with money matters. It looks at developing a day rate for your work as an artist, building in ongoing overheads into your costing of projects of all kinds, whether workshops, commissions and exhibition fees or pricing individual works of art.

Patricia Clyne-Kelly has 20 years' experience working in the art, craft and design sectors as curator, in Ireland and abroad, gallery owner, professional development trainer/mentor, project/product consultant, trade show stand designer and public art collection keeper and advisor. In her own visual art practice Patricia began as a craft maker and currently uses these skills in her art. She won 1st prize in the RDS craft competition in 1986 and represented Ireland abroad at international textile art exhibitions. Her work is in collections in Ireland, the US and Europe.

There are a limited number of one to one mentoring slots available with Patricia after 3pm. Request when booking.



Workshop: Documenting your art work for Visual Artists with Tim Durham.

Wednesday, 14th November, 10am – 5pm. Max participants 10.

Ballinlennan Arts Foundation. For Mayo based artists.

Artists often struggle to photograph their own work. If they don't know how, they may spend scarce resources paying someone else to do it for them. But with some basic guidelines and practice artists are, for the majority of purposes, well able to photograph their own drawings, installations, paintings, sculptures, textiles, etc.

This workshop will assist you in creating a methodical step-by-step process to obtain the best possible results with the equipment you already have, whether this is a digital compact camera or digital SLR. This process will allow you to create high quality 'accurate' images for proposals, submissions to galleries, websites, emails, catalogues and press releases.

Perhaps you may still need to employ a professional photographer for producing coffee table books and limited edition prints. But having undertaken this workshop you will have a better understanding of the process and potential pitfalls, and be able to communicate knowledgeably with a photographer. The course will cover exposure, ISO, white balance, apertures, depth of field, jpg and raw quality, resolution of images, tripod use and much more.

To take part you will need:

- Your camera with its manual. Manuals can be downloaded from the manufacturer's website.
- Blank memory card (no images on card)
- Fully charged battery and spare if possible
- Battery charger
- Cable for downloading images, especially if you have an older or unusual type of memory card
- Tripod if you have one
- A piece of art work to photograph

Tim can provide a small number of cameras and tripods if participants don't have their own. Please let us know if this is something you need. If you are thinking of buying a camera Tim would recommend you do the workshop first. You will then better understand the features to look for in a camera.

Tim Durham is a photographer, and photography teacher for the last 25 years. He conducts both creative and technical workshops, and is able to convey technical processes to creative artists and creative processes to the more technically minded. He has a wealth of knowledge in fine art photography printing (Inspirational Arts, Dublin) and in art documentation, which informs his workshops in Documenting Your Own Art Work, and Digital File Preparation and Management for Artists.

Tim has his own photographic practice too. He is interested these days in the human stories told through buildings; borders - particularly the Pale and the Northern Irish Border; and conceptual projects arising out of economic phenomena and the etymologies of words. His work is included in the national collection of Ireland at the National Gallery, and in private collections. Tim has an MFA (Photography) from the Belfast School of Art, University of Ulster.

Front Page News - Getting Your Festival Noticed!

How to build impactful PR, Marketing and Promotional campaigns for Festivals with Aileen Galvin, Managing Partner at Sync or Swim.

20th November, 11am – 4pm. Mayo Arts Service, Cedar House, Castlebar.

Max. participants: 20.

Join leading PR and Marketing expert Aileen Galvin from the Sync & Swim agency, for a workshop on maximising public awareness around your Festival. Aileen will take participants through the basics of PR, marketing and promotions for a better understanding of each element. She will offer practical advice and guidance on:

- Planning and devising a PR, marketing and promotional campaign
- Creating media connections and building databases
- Press release writing and photo and video content
- Pitching media to land your story
- Ideation and Copywriting for marketing
- Choosing the right marketing channels
- Digital and social media
- Securing Promotions and partnerships

Aileen will invite participants to work together in groups to develop a Festival PR, marketing and promotional campaign during the workshop.

Aileen Galvin is one of Ireland's leading marketing, communications and event strategists, with over 20 years' experience building and delivering projects across a diverse industry base, from arts, culture and heritage through tourism, hospitality and commercial. Recent marketing and development projects include Other Voices Festival, Mayo, Belfast, Kerry, Berlin & Texas; Ireland's Edge Culture & Creativity Conference, Kerry, Dublin and Mayo; I.NY Festival, Limerick 2018; consumer and tourism PR and marketing for Airfield Estate, Dublin; brand partnerships for Sony Pictures Ireland; event management of Cinema Ball 2018. Dublin; PR for Westport House, Mayo.



She has worked in PR, Marketing and Production for numerous festivals including Electric Picnic, Oxegen, Other Voices, Fresh Film Festival, Cork X Southwest, Westport Festival of Music and Arts, Bulmers Live at Leopardstown, IMRO Venue Awards and many more. Over the years, Aileen has worked on PR and marketing campaigns with hundreds of international music artists from Bob Dylan, Leonard Cohen and Bruce Springsteen to Beyonce, Fatboy Slim, Morrissey and Blondie, as well as a huge roll call of Irish bands and musicians. She is currently Managing Partner of Sync & Swim agency.

www.syncandswim.ie

Aileen acts as creative consultant to the National Gallery of Ireland, communications advisor to the Board of the National Concert Hall and communications consultant to Leave No Trace Ireland. She sits on the Board of the National Campaign for the Arts (NCFA) and Ethics Ireland.

December 2018, Date TBC

Disability Equality Training for Venues with Damien O'Connor.

For County Mayo Venues.

Disability Equality Training for arts venue staff based in Mayo.

This day long workshop will:

- Explore issues relating to people with disabilities from an equality perspective.
- Examine definitions, models, language media portrayal and relevant legislation.
- Identify the types of barriers to the inclusion of people with disabilities in arts activity.
- Present examples of inclusive arts practice.
- Identify effective ways of meeting access requirements.
- Illustrate ways of effectively engaging with people with disabilities in work-related contexts.

By the end of the training, venue staff should:

- Explain the differences between Equality and Awareness training.
- Identify the differences between the social and medical models of disability.
- Outline where appropriate and inappropriate language/terminology comes from.
- Demonstrate an understanding of the barriers to full access and participation by people with disabilities.
- Outline the relevant equality legislation.
- Understand how to meet access requirements within arts projects.
- Understand effective ways of dealing with customers with disabilities.

Damien O'Connor is the Disability Arts Co-ordinator with Mayo Arts Service, Mayo County Council.

Free Events. Booking is essential as places limited.

Bookings via Mayo Arts Service.

Email: Mayoarts@mayococo.ie; Tel: 094 9064367/094 9064376

Supported by Creative Ireland Mayo, Mayo County Council and the Arts Council.

