

## CCSDL6

# Use different media and methods to communicate with your target market



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### Overview

This standard is about being able to communicate and present yourself effectively to your target markets.

It might be important to the people you want to reach for you to have an online presence, it might be important to others to have a physical folder that they can leaf through with certificates and images of your work.

Design and high quality printing may be more important in your presentations if you aim to make dance art works with people and are pitching to the commercial sector or arts funders. This may be less of an emphasis if for example; you are attracting the interest of a local community to folk dance sessions.

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### Performance criteria

- You must be able to:*
- P1 present yourself to different target markets in different ways
  - P2 obtain permissions to use images of people in your marketing
  - P3 place your dance offer to your market in places that are relevant to them

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#### Knowledge and understanding

*You need to know and understand:*

- K1 a range of ways to communicate about your work
- K2 the role that technology can play in helping you to promote your work
- K3 gaining appropriate permissions for use of recorded visual examples of your dance sessions
- K4 ethics around the use of appropriate social networks and media channels by which to share your work
- K5 how to conduct research to test your target market and find out what ways they prefer to access your work

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## Additional Information

### Glossary

**offer** – the term “offer” is commonly used in business to mean your product or service communicated clearly for your customers to understand it. Here it is used in the same way, by self- evaluating your skills and articulating these into what you are able to offer, you and others will be able to place a value on them and confidently be able to market your service.

**Target Market** - could be your participants that you reach directly who are a community that you identify might want what you have to offer and could be defined for example by location, interest, culture or institution. Alternatively, your target market could be employers, funders or commissioners

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**Relevant occupations** Performing Arts; Artistic and Literary Occupations

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**Suite** Dance Leadership

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