

## ruth jones: real training for music leaders

These informal, accessible courses aim to pass on knowledge and techniques which will inspire, empower and motivate. Participants will feel confident that they have the knowledge and information they need to develop and put into practice their youth arts management, budgeting, fundraising, or marketing skills.

The aim of all training sessions is to provide clear-cut guidance for turning good project ideas/concepts into successful reality. All sessions stand alone as separate training days, but ideally trainees would benefit from attending each session in turn.

Training can be tailored to participants, including those not working with music.

### 1. managing your project:

a step by step guide to organising a youth arts or music project – don't lose the plot – get one! For beginners or “brushers up”. You have the great idea already – now get it onto paper to get it off the ground.....

**2. building a budget:** a straightforward practical journey through building a budget from scratch – easy as ABC, 123.... Arrive with a project idea (or use case study provided) and leave with your first draft budget!

**3. fundraising:** crash course in fundraising – where does it come from & how to get it – from someone who knows! Are the best fundraisers people who are **not** fundraisers?.....your trainer thinks so!

**4. marketing your project:** what works for you? Gonzo? Guerilla? Straightforward, no-nonsense guide through identifying your target markets & creating a marketing strategy that really works for small youth arts & music projects.

**5. evaluating your project:** what is it? who is it for? Maybe you are fairly confident about your music project content and management....but daunted by the prospect of organising the evaluation – or could it be you find it a bit tedious!?? It's easy - and can be enjoyable - when you know how....

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