

During 2012 two 'Prepare Your Marketing Approach' workshops were delivered on behalf of Creative Derbyshire by Rachael Chambers of Ferrers Gallery. Workshops took place (both in Ripley) on the 3rd and 11th May 2012. In total there were 18 attendees across both events and all attendees were based within Derbyshire. This analysis below is based on replies to 9 feedback forms received.

All of the participants said they had enjoyed the course, it represented value for money and all said they would recommend the course to a colleague or friend. The most effective form of advertising (as with other workshops) was through direct email invites from the Creative Derbyshire mailing list. Of the participants, 78% said they had previously had work exhibited in galleries – so the delegates were not entirely novices in this area.

In terms of quality of delivery, participants were asked to rate out of five how valuable they felt the workshop has been. The average score for this element was 4.67 out of 5. They were also asked to rate the delivery of the workshop – and it scored 5 out of 5. Both are the highest scores for any of our workshops to date.

Confidence of participants before and after the seminar



Participants were asked about their levels of confidence in marketing their work to galleries (out of 5) before the workshop and then after. The average points score increased by 2 as a result of our interventions.

With regards to the starting level of participants, 77% said their confidence level was at 1 or 2. By the end of the workshop 89% said their confidence was now at level 4 or 5, a considerable improvement.

Participants were also asked to rate the quality of Ripley Town Hall out of 5, with the average score being 3.63 and with the score for accessibility of the venues being 4.13.

As part of the evaluation of Meet the Curator event, over three quarters of businesses said exhibiting in galleries was very important to their business model. Despite the fact that over three quarters of businesses had had work exhibited in galleries before, they rated their previous success rate at only rated at 2.42/5. This clearly indicates the value businesses have placed on this workshop.