

THE GATHERING

TASK 4

Instructions:

YOU DON'T NEED TO STAY IN THE OCTAGON- FIND A CREATIVE SPACE

TODAY YOU BECOME A CAMPAIGN TEAM

In this task, we need you to work together to form a campaign team. Your task is to create a campaign defending the arts.

Your campaign can take many forms – a speech, a poem, a media release, a letter – it can have a slogan, it could be a press ad, a TV ad.

You have all made your arguments in your letters or poems or bullet points – so let's work together to bring together all the great points that have been made today.

These are the rules of the game.

- Listen to each other – hear each other's points before you start.
- We are not all from one part of the industry – so respect the diversity of your team
- Consider all of the great points your team has made and decide on what will have the most impact. Decide as a team what are the most impactful directions
- One or multiple people from your team are asked to present your campaign in the final session – so think about what form will it take, which of you will make the points and how that will look.

This is a link about creating a PR campaign on the website link for this task if you need help go on the website and click the link

<https://www.meltwater.com/en/blog/how-to-create-a-pr-campaign>



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