

Career Insight Conversations/Hannah Collisson

This creative challenge was set by Hannah Collisson, PR and Communications Specialist

Creative Challenge: Write a headline and first 3 paragraphs of a press release using the information in the client brief below.



Client Brief:

Restrictions on mass gatherings, put in place as a result of Covid-19 have led to festivals and concerts being cancelled across the country. At Lydd Airport, near Ashford, we will be hosting a series of drive-in concerts this August, the only location in the South East.

Each of our shows will have a capacity of approximately 300 cars per show and boast concert quality sound from live stages with a full state of the art sound system, lighting rig and high definition LED screens, creating an arena or stadium concert feel in a safe drive-in setting.

The shows will adhere to the Government's current social distancing rules to protect fans, artists, crews and staff at all times. More information can be found at drive-by.com and tickets go on sale at 9am on August 1. Keira Edwards, Drive-by promoter said: *"We are excited to bring Drive-by to Lydd Airport. This outdoor concert series was created as a way to reimagine the live music experience during a time of social distancing by allowing fans to enjoy concerts in the safest way possible. Each event will comply with all official Government guidelines in order to protect fans, artists, crews and staff. We look forward to announcing more big names soon."* There will be live performances and DJ sets. Paul McCartney is the first headliner to be confirmed, with more to follow in the coming days

Things to consider:

- Key points in the first paragraph
- Inverse pyramid - The most important info towards the top
- One sentence per paragraph
- Write in the 3rd person
- Include a direct quote
- Attach a hi resolution image & include contact details

Use this resource sheet in conjunction with the accompanying short film, to complete specific creative tasks and challenges either in the classroom or as homework. Tasks suitable for KS4-5 students include problem solving, communication and literacy skills, working as a team and creative thinking. This resource can be useful in supporting your school to deliver Gatsby Benchmark 4 - Linking the curriculum learning to careers. The creative challenges can be used to support activities in the classroom or for setting homework.

These resources have been produced by Culture Shift in conjunction with a series of Career Insight Films. They are based on the approach taken at our Creative Café career events. You can download all six resource sheets and watch the films at <https://www.cultureshift.org.uk/careerinsightconversations> to undertake the various real-life Challenges and Briefs set by Creative Professionals.

Each film includes professional introduction, Q&A session, top tips for being successful in a specific industry and a task-based challenge.

BIOGRAPHY: Hannah Collisson, PR and Communications Specialist

Hannah is based in Hastings and works mainly in the arts and culture, and not for profit sectors. She has managed press and PR for organisations across Sussex and beyond, such as Brighton Dome & Festival, Hastings Fat Tuesday, and independent publisher Double Barrelled Books. She produces content for websites, marketing materials, and social media. Her background is in journalism and publishing.

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