

SATURDAY, APRIL 18 RICHMOND CULTURAL CENTRE

	ATRIUM	LECTURE HALL	ROOM 1	ROOM 2	ROOM 3	ETC
8:00	Sign In					
8:30		Welcome				
9:00	Have something to promote? Display your brochures & cards here.	Getting Attention	Grant Writing			Between events, be sure to drop by the Art Gallery, Museum, Library, and Archives.
9:30		Web Marketing				
10:00						
10:30						
11:00						
11:30		Networking Lunch				
12:00						
12:30						
1:00			Marketing the Arts		Portfolio Checks for Visual Artists By Appointment Only	
1:30		Let's Talk Fundraising				
2:00						
2:30						
3:00						
3:30		Visual Artists Survival Skills		Making a Living in Music		
4:00						
4:30						
5:00	Post-Symposium Reception					
5:30						

Register by March 16 and save! Registration deadline: April 9, 2009

Step 1: Plan your day by checking the applicable boxes below
Step 2: Call 604-247-8300 and register with your credit card (Visa or MasterCard) or register in person at the Richmond Cultural Centre, 7700 Minoru Gate (M-F: 9:00 am–9:30 pm, S&S: 10:00 am–5:00 pm)

By March 16: \$35 + gst per person (\$30 for Richmond Arts Coalition members) **After March 16:** \$40 + gst (\$35 RAC members)

8:00–8:25 Sign in, collect your name badge and more
8:30–9:00 Welcome. Coffee.

MORNING CHOOSE A or B STREAM:
A: 9:15–10:15 Getting Attention and/or 10:30–11:30 Web Marketing
B: 9:00–12:00 Grant Writing

12:00–1:00 Networking Lunch (provided)

AFTERNOON CHOOSE C or D STREAM:
C: 1:30–2:30 Let's Talk Fundraising and/or **ONE of the following:** 3:30–5:00 Visual Artist Survival Skills 3:00–4:00 Making a Living in Music
D: 1:00–5:00 Marketing the Arts

5:00–6:00 Post-Symposium Reception sponsored by the Richmond Arts Coalition (no-host bar)

Visual Artists: Private 15-min Portfolio Checks available by appointment only. First come, first served. Only 10 spots available: 1:00 | 1:20 | 1:40 | 2:00 | 2:20 | 3:20 | 3:40 | 4:00 | 4:20 | 4:40

Have something to promote? We'll have space available to display brochures and cards.

Stay in touch! A contact list will be provided to all registrants. If you do not wish your contact info to be shared with fellow Arts Symposium attendees, please indicate this when you register.

Cancellations are subject to a 10% administration fee and are entirely non-refundable after April 11, 2009.

NOTE: SPACE IS LIMITED. REGISTER EARLY TO AVOID DISAPPOINTMENT.



FIRST ANNUAL ARTS SYMPOSIUM RICHMOND, BC

Registration Deadline: APRIL 9, 2009

Register by March 16 and save with early bird rates!

The first annual Arts Symposium is presented by the City of Richmond in partnership with the Richmond Arts Coalition and Richmond Chamber of Commerce Business and the Arts Committee.



We gratefully acknowledge the following community partners for helping to make it happen:



And these event sponsors:



City of Richmond
 6911 No. 3 Road
 Richmond, BC V6Y 2C1
www.richmond.ca/culture/artists.htm



FIRST ANNUAL ARTS SYMPOSIUM RICHMOND, BC

NETWORKING PROFESSIONAL DEVELOPMENT INSPIRATION

Saturday, April 18, 2009
 8:00 am – 6:00 pm

Richmond Cultural Centre
 7700 Minoru Gate, Richmond

Are you a professional or semi-professional artist looking for ways to get noticed by potential clients? Do you work in an arts or cultural organization that needs help raising money to fulfil its mandate? Are you an aspiring artist wondering if you have what it takes to “go pro”?

A career in the arts and cultural sector poses many industry-specific challenges. But never fear! ART AT WORK: Richmond's first annual Arts Symposium is here ... to help you learn the ropes directly from those in the know.

Presenting professional development opportunities for local artists and others working in the cultural sector, ART AT WORK is created by the City of Richmond in partnership with the Richmond Arts Coalition and the Richmond Chamber of Commerce Business and the Arts Committee, to:

- support the growth and development of the arts and culture sector in Richmond;
- provide artists and cultural workers with practical, inspiring and career-enhancing programming; and
- encourage networking and sharing within the arts and culture community.

On Saturday, April 18, 2009, spend the day at your choice of practical and inspiring programs:

8:00–8:25	Check-in
8:30–9:00	Welcome
9:00–12:00	Your choice of sessions*
12:00–1:00	Networking Lunch (provided)
1:00–5:00	Your choice of sessions*
5:00–6:00	Reception sponsored by the Richmond Arts Coalition

*Use the Registration Planning guide overleaf. Then register by phone or in person by APRIL 9.

9:00–12:00 Grant Writing

Presented by 2010 Legacies Now, Arts

2010 Legacies Now is pleased to present a workshop and information session on grant writing for arts administrators, artists and other interested individuals. Key topics will include grant writing for all levels of government (municipal, provincial and federal), as well as arms-length agencies including arts councils and foundations. You will learn how to write support material, how to write effective project statements, and how to compile budgets. The workshop will also include information on researching and sourcing grants. Participants will be provided with a hand-out that includes links and resources for research purposes. **Barb McLean** is the Manager of Programs for Arts at 2010 Legacies Now. A longtime advocate for the arts, Barb has been a consultant and grant adjudicator with the City of Vancouver Office of Cultural Affairs and the BC Arts Council. She has also held senior management positions with major orchestras in Winnipeg and Vancouver, and was Manager of Marketing, Sales and Licensing with BC's Open Learning Agency and Knowledge Network.

9:15–10:15 Getting Attention

Ronn Martin and Nicki Roberts, New Image Studios

As a successful artist you need to get attention and the opportunities today are endless! We are embarking on another world class adventure with the upcoming 2010 Olympics; however many artists/businesses are far from ready to welcome the world. A fresh look at ourselves is sometimes all it takes to jumpstart our business or our creativity. This talk will cover a range of tools to find success in the business environment including promotional materials, networking skills, and other self-promotion ideas. President and Creative Designer of New Image Studios, **Ronn Martin** has 20 years of experience with the prop industry with a client list that includes YTV, Disney and the Vancouver Maritime Museum. He is also a painter who has exhibited across Canada. Vice-President and Visual Marketing Manager, **Nicki Roberts**, has worked in window display and retail merchandising for more than 20 years. She is currently co-chair of the Richmond Chamber of Commerce Business and the Arts committee.

10:30–11:30 Web Marketing

Meena Sandhu, GetFRESH Communications and RCC Toolbox

It takes three seconds to make a first impression. What impression is your website making? In today's market an effective website is critical, but there is so much more to web marketing. As artists, the web is a great medium to express your story through visuals, sound, and the written word. But perhaps the best part of Web marketing is that so many of the opportunities are free or at a minimal cost. Think about Facebook, Flickr, Craigslist and ways of viral and social marketing. Learn the basics of web marketing and get started on your path to success! **Meena Sandhu**, owner of GetFRESH Communications and a partner of RCC Toolbox has worked in the arts and beyond. She has experience working with small businesses from start-up, upgrading existing businesses, and years of experience as a Business Manager at ING DIRECT.

1:00–5:00 Marketing the Arts

Emma Lancaster, Lancaster Communications

Marketing your work and yourself is about a lot more than a catchy brochure. This workshop will address a range of attention-grabbing tactics from media relations strategies to incorporating social networking into your marketing mix. Identifying your target audience and low-budget marketing ideas will also be discussed. **Emma Lancaster** is the principal of Lancaster Communications, a full-spectrum communications company focusing primarily on marketing and publicity for non-profit organizations. Some of her clients have included the PuSh Festival, The Arts Club Theatre Company, DanceHouse, Vancouver Opera, Kodo Drummers of Japan, UBC Opera Ensemble, The UBC School of Music, and Music in the Morning. In addition to her work with the Lower Mainland's non-profits, she is a faculty member at Capilano University, where she teaches Marketing and Media Relations and supervises the internships of the Arts and Entertainment Management program.

1:30–2:30 Let's Talk Fundraising

Rena Cohen, Joe Ink

Eleanor Stacey, Vancouver East Cultural Centre
Ann McDonnell, Vancouver International Writers Festival
Suzanne Haines, Richmond Arts Coalition

Learn from and share with professional fundraisers on what has made their fundraising programs so successful: meeting their fundraising goals, rallying their team together, and many more tips and ideas. The format of this get-together will allow attendees to ask specific questions and share their ideas and experiences, too. Join moderator **Suzanne Haines** from the Richmond Arts Coalition, in discussion with **Rena Cohen**, **Eleanor Stacey** and **Ann McDonnell**. For the last five years, **Rena Cohen** was the Managing Director of the nationally award-winning Vancouver-based dance company Joe Ink, where she was instrumental in expanding the company's intergenerational community workshop program and increasing the operating budget by close to 70%. **Eleanor Stacey** is Development Director for Vancouver East Cultural Centre and a board member of Greater Vancouver Professional Theatre Alliance; she also chairs a fund raising roundtable for GVPTA development staff from around the Lower Mainland. **Ann McDonnell** has 20 years of experience in the arts sector in marketing, fundraising and event planning, and has worked with the Public Dreams Society and Coastal Jazz and Blues among others. She is currently the Development and Marketing Manager at the Vancouver International Writers Festival.

3:00–4:00 Making a Living in Music*

*or any artistic discipline

Jullin O'Scheaur, Richmond Music Festival Society

What are the secrets to a successful career in the arts? Talent, education and a drive to perform are only the beginning. Vocalist, teacher and manager **Jullin O'Scheaur** will discuss her multi-faceted work experiences and the process of adapting oneself to ever-changing circumstances and technology. When she moved to Richmond in 1990, Jullin advocated for development of music programs in the area, leading to the establishment of two non-profit music organizations: the Richmond Music Festival Society, where she is currently Executive Director, and the West Coast School of Music, where she previously served as Executive Director. Over the years, she has held numerous appointments in other arts organizations including the Vancouver Youth Symphony Orchestra and Richmond Registered Music Teachers Association. In 2004, she received the distinguished Ethel Tibbits Woman of the Year award for her contributions to the arts in the city of Richmond. Jullin is also a member of the National Association of Teachers of Singing (NATS), and the Richmond Registered Music Teachers Association.

3:30–5:00 Visual Artist Survival Skills

Chris Tyrell, Opus Framing & Arts Supplies

It's not enough to be a brilliant artist. Operating as a small business, it is key that artists understand the business of art as well as the creative process. **Chris Tyrell**, author of the recently published book, *Artist Survival Skills: How to Make a Living in the Visual Arts*, shares his insights in visual arts business best practices. Chris has been involved with the arts since 1976 when he established Presentation House Gallery of Photography in North Vancouver. He has since worked as a consultant for many arts organizations including Emily Carr Institute, the Arts Club Theatre, Vancouver Film Festival and The Roundhouse. A founding member of the BC Touring Council and co-founder of the Alliance for Arts and Culture in Vancouver, he has taught at Capilano College and the University of Nice. Chris is also the award-winning founding editor of the Visual Arts Newsletter of Opus Framing & Arts Supplies, published since 1986.

Note: You can purchase your own copy of *Artist Survival Skills* on site from the author whether or not you attend this event (\$30 including tax. Cash or cheque only.)

1:00–5:00 Portfolio Checks for Visual Artists

Ann Rosenberg, curator

Bring examples or photos of your work for one-on-one mentoring on artistic direction, creating a professional portfolio, career planning and more. Ann Rosenberg is a free-lance curator, critic and art history instructor who has lived in Vancouver since 1963 after receiving an MA from the University of Toronto. She taught at Capilano College and in other local post-secondary institutions from 1965 to 1986. The seven-person group show, *What Use Art History?*, which travelled to Courtenay, Penticton and the Evergreen Centre Gallery in Coquitlam during 2008-2009 is Rosenberg's most recent curatorial project. **Pre-register today! There are only ten 15-minute appointments available, booked on a first-come, first-served basis.**

Only \$40* for a full day of sessions, including lunch!
Save by registering by March 16.

*Note: one registration fee applies, regardless of the number of sessions you attend.
(No separate fees available for individual sessions.)