

FEB 7TH. MARKETHALL
PETERBOROUGH

ARTrepreneur

JOIN US AS WE EXPLORE THE BUSINESS SIDE OF THE ART WORLD
WITH PRESENTATIONS FROM LOCAL ARTISTS WHO HAVE FOUND SUCCESS THROUGH THEIR CREATIVITY



INTERSECTIONS — WHERE ART MEETS BUSINESS

Jeffrey Macklin
(Jackson Creek Press)
Ryan Kennedy (Rikers Music,
Sympathy for the Rebel)

A discussion about how to leverage your art to create a profit from what you love. Learn unique applications for your art in business.

CREATE EXPERIENCE WITH YOUR ART

A Panel discussion on creating unique client experiences and developing word of mouth for your art business. Facilitated by Paul Portelli.

INTERACTIVE LUNCH with Linda Kash and Paul O'Sullivan

Heighten your risk tolerance and join us for a session in using spontaneity to develop strong networking relationships.

THE SAVVY ARTREPRENEUR: HOW TO GROW YOUR BUSINESS

Ann Douglas

The arts sector is hot! Its also extremely competitive. To make your mark, you need to know how to identify your ideal customer, showcase what you have to offer, and form alliances with other arts entrepreneurs. This hands-on workshop will inspire you to come up with creative strategies for marketing your arts business throughout 2012 and beyond.



MARKET READINESS Paul Portelli

Paul Portelli is an accomplished sculptor and businessman who, until recently, operated the Portelli Gallery in Warkworth, Ontario for 22 years. He currently works in his studio in Trent Hills. Paul will be speaking on market readiness for artists, covering applying for and understanding shows, pricing your work, merchandising and booth design.



CREATIVE COCKTAIL 6:30PM

A rousing evening of inspiring success stories and fresh networking for creative entrepreneurs and knowledge workers. Creative Cocktail is designed to bring businesses and professionals in the creative economy together to inspire each other, make business connections and generate collaborations.



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