

ARTISTS IN THE KNOW

*A series of informational workshops for creative minds
seeking entrepreneurial advice.*

All creative minds are invited to join the Columbus College of Art & Design in one or all three of these day-long workshops focused on developing your potential. The cost for each day is \$10, and includes two enlightening sessions and lunch for pre-registrants. All sessions will take place in CCAD's Canzani Center at 60 Cleveland Avenue, Columbus, OH 43215.

Saturday, March 14, 2009

Pre-register by Monday, March 9

9:30-10:00am Check-In

10:00am-12:30pm Session 1

Self-Promotion!

Susan Schear from Artisan LLC

Market and promote yourself and your work. Self-promotion is more than sending out your artist press kit, exchanging business cards, making phone calls, having a website, blogging, advertising, networking, or doing a wonderful presentation. This interactive workshop will provide you with life-lessons, techniques, tools and a greater understanding of self-promotion.

12:30-1:30pm Lunch

1:30-3:30pm Session 2

Pricing Your Art... Is There One Way?

Susan Schear from Artisan LLC

Pricing your art is a combination of knowing where your art fits in the marketplace while being aware of what's going on around you. Through discussion of specific examples we will examine pricing from different angles to provide you with a greater understanding of cost structure, the marketplace and its impact, and marketing. It's about you, so please bring your questions, specific examples of what you know, have seen, or personally experienced when pricing your work.

Saturday, April 4, 2009

Pre-register by Monday, March 30

9:00-9:30am Check-In

9:30am-12:30pm Session 3

BASE - Basis of a Successful Enterprise

**Jeff Schick from Small Business
Development Centers of Ohio**

Are you considering starting your own gallery or design firm? Are you a budding entrepreneur with a great business idea? The Small Business Development Center of Ohio wants to help you get started on your journey. BASE will provide the initial framework for starting your own business and point you to further resources in the Columbus area. The topic areas will include legal business structures, research and tax requirements, marketing your product, writing a business plan, and finding sources of financing.

12:30-1:30pm Lunch

1:30-3:30pm Session 4

Protecting Your Intellectual Property

**Todd Collis from Collis, Smiles and
Collis, LLC**

Todd W. Collis, a partner with Collis, Smiles and Collis, LLC, will be presenting about Copyright and Trademark legal matters in the fields of art and design. Learn how to protect your work and get your legal questions answered.

Saturday, April 25, 2009

Pre-register by Monday, April 20

9:30-10:00am Check-In

10:00am-2:00pm **Artist Info Expo**

Representatives from state arts organizations, local and state galleries, funding agencies, and supply vendors will be available in the lobby for you to network and gather information. This expo will be a great way for you to either start learning about resources or explore new ones.

10:30-11:30am Session 5

Obtaining Grants and Funding

Securing money for your art requires grant-writing and negotiation skills. Come to this panel to learn about applying for grants with the Ohio Arts Council (OAC), the Greater Columbus Arts Council (GCAC), and the Community Partnership for Arts and Culture (CPAC). Hear tips and advice from the best so you don't end up in the red.

11:30am-12:30pm Lunch

12:30-1:30pm Session 6

Getting into Galleries & Festivals

While all galleries and festivals have different requirements, there are similar strategies for getting yourself the "in." Come to this panel discussion to learn from a for-profit, a non-profit, and a municipal gallery about what they expect from you. Share your insights and experiences and take away new ideas for getting noticed.



Registration Form - Artists In the Know

Lunch provided for pre-registrants only. Registration available at the door.
Please complete a separate form for each applicant.

Please complete all requested information (incomplete registrations will not be accepted):

Full Legal Name: _____
(first) (M.I.) (last)

Male Female Date of Birth: ____/____/____

Permanent Address: _____
(street) (city)

(state) (zip) (county)

Phone: _____ E-Mail Address: _____

Emergency Contact: _____
(name) (phone) (relationship)

Have you previously been enrolled in any other CCAD programs?
 Yes No If yes, when? _____

	Cost	Attending
March 14, 2009 Pre-Reg: March 9	\$10	<input type="checkbox"/>
April 4, 2009 Pre-Reg: March 30	\$10	<input type="checkbox"/>
April 25, 2009 Pre-Reg: April 20	\$10	<input type="checkbox"/>
Total	\$	

Check the box that corresponds to the day(s) you wish to attend and write the total amount of the check or credit card purchase next to total.

- Payment: Current CCAD degree seeking student - FREE
 CCAD Faculty/Staff - FREE
 Check, made payable to CCAD
 Visa/MasterCard/Discover

Card No. _____

Exp. Date _____ 3-digit security code _____

Name as it appears on the Credit Card _____

Signature of cardholder (required)

Date

Please help us report about our programs to our funders and and the federal government.
(These questions are optional.)

- Hispanic or Latino Black or African American American Indian/ Alaskan Native
 Asian White Native Hawaiian or other Pacific Islander
 Unknown

Marital Status: Single Married Divorced Widowed

Are you a veteran? Yes No

Mail or fax completed registration form with check or credit card information to:

Continuing Education
CCAD
107 N. Ninth St.
Columbus, OH 43215
614-358-1024 (fax)

For questions please contact Tim Valentine at
E: careers@ccad.edu T: 614.222.6176