

Creative Capital

PROFESSIONAL DEVELOPMENT

2018 OFFERINGS FOR ORGANIZATIONS

Developed by artists for artists, Creative Capital's professional development workshops and webinars help artists better organize their careers and provide the tools necessary to achieve success—as they define it. This artist-centered approach is the hallmark of the Creative Capital experience. Creative Capital originally created professional development tools exclusively for awardees, and we quickly found that not only were our awardees benefiting immensely from what they learned, they were sharing these lessons with their peers. This spirit of community-building and resource-sharing inspired us to create a full suite of professional development opportunities accessible to artists everywhere. Since our first workshop in 2003, our workshops and webinars have reached more than 15,000 artists across the country.

Our programs are suitable for professional artists of all disciplines and any stage in their career. We offer a selection of weekend, one-day and evening-length workshops, as well as webinars and blended learning programs, all of which can be combined or customized to address specific areas of interest or need. Our curriculum is continuously updated to address the changing needs of artists. Artists have credited the program with helping them build a more stable financial foundation, develop better time-management skills and transition to a full-time practice.

In more than two decades of being an artist, attending workshops and seminars, and pursuing a graduate degree, I never received as much valuable information and attitude adjustment about my career as a creative person as I did in this workshop. 'Professional development' feels like an understatement; 'professional revelation' would be more accurate! — Lou Pepe, Sundance Institute Strategic Planning Workshop, January 28, 2015

The following menu describes our standard workshop offerings. We are happy to work with you to combine our content offerings into a customized format that best suits your budget and the needs of your community of artists. For more information, please visit our website at: www.creative-capital.org/pdp or contact Krista Fabian DeCastro, Workshop Manager, at krista@creative-capital.org or 646.591.5913.

Weekend Workshops

CORE SKILLS

strategic planning, funding and marketing intensive

The Core Skills is an intensive two-and-a-half day workshop integrating business management, strategic planning, fundraising, communication, marketing and promotion. Based on a rigorous and comprehensive curriculum, the workshop format employs lectures, peer critiques, interactive exercises, handouts and written assignments to introduce business skills to individual artists. Participants begin the weekend with short presentations of their own artwork, creating an open dialogue that engenders a sense of community. The workshop concludes with individual consultations, a time for participants to receive one-on-one advice and guidance from workshop leaders. Participants receive the Artist's Tools Handbook, a

comprehensive reference of practical how-to information and a workbook designed to guide them through the process of strategic planning. Workshops are led by professional consultants teamed up with trained Creative Capital awardee artist co-leaders. This dual leader approach provides practical information alongside firsthand insight into how a successful artist has implemented these tools to their benefit. Selected content can also be offered in a condensed one-day workshop. Cost: \$22,400–\$25,400

ADVANCED CORE

The Advanced Weekend Workshop is a follow-up workshop for alumni of our Core Weekend Workshop. It provides advanced tools within our topic areas, with a special emphasis on communications and marketing tools. A pre-workshop evaluation form can be used to determine individual participant's needs and to structure the Workshop content. Cost: \$22,000–\$26,000

One Day Workshops

Most one day workshops may be paired together to create a full weekend workshop. Most one day workshops are also available in half day (3-4 hour) versions.

ARTIST-COMMUNITY ENGAGEMENT

build sustainable relationships to organize, finance and execute community-engaged art projects

Designed for artists who work outside the traditional art community to create work that engages topics of social and political relevance. Whether they already have a community engaged practice or are planning for a project, this workshop will help artists clarify their objectives and gain the management skills they need to produce successful community engaged projects. Participants will get an in-depth look at the strategies and practices involved in making and supporting community-engaged art, including ways to engage a wide range of stakeholders in the process, production, funding and distribution of the work. Using case studies from a range of disciplines, participants will learn about grassroots fundraising, community partnerships, audience building and how to preserve the autonomy and integrity of one's work. Artists leave the workshop with a handbook designed to help them outline clear project goals and establish a roadmap for building beneficial community relationships and support. *Can combine with: Funding Your Work, Strategic Planning* Cost: \$5,000–\$7,000

FINANCIAL LITERACY

a crash course in finance

Designed and led by a working artist with expertise in bookkeeping, budgeting, tax preparation, and financial management, this workshop will raise participants' level of financial literacy regardless of their prior experience. The workshop is appropriate for individual artists working in any genre and at any point in their careers. Topics will include individual taxes for artists, segregating personal and artistic finances, budgeting for your life and your artistic projects (how to translate artistic narrative into line-item budgets for funders), tips for tracking deductible expenses (what can artists write off?), how artists can get out of debt and start saving, a self-employment primer (answering the question "what's my time worth?"), and whether and when to pursue forming a non-profit incorporation or other entity. Participants will leave the workshop with better financial management and planning skills, as well as a variety of useful tips, tools, and worksheets. *Can combine with: Funding Your Work* Cost: \$4,500–\$5,200

FUNDING YOUR WORK

build a fundraising campaign that expresses the quality and character of your work

Based on content from Creative Capital's esteemed Core Weekend, this workshop combines nuts-and-bolts strategies with a broad-based empowering approach for integrating fundraising into your creative practice. Appropriate for artists of all disciplines, this workshop will help you evaluate a wide variety of fundraising opportunities and will explain how to tap these valuable resources. Topics include applying for

grants and residencies; fundraising from individuals; working with a fiscal sponsor; forming an advisory board; preparing the right materials for the right donors; making the tools of organizational fundraising efforts work for individual artists; partnerships with venues, donors and funders; and determining and communicating the real cost of your work. *Can combine with: Strategic Planning, Promoting Your Work, Fundraising from Individuals, Financial Literacy, or Artist-Community Engagement* Cost: \$7,150–\$8,150

INTERNET FOR ARTISTS

technological tools to promote your work, expand your audience and increase administrative effectiveness

Whether an artist is technologically savvy, a novice, or somewhere in-between, this workshop is designed to help all artists expand their online presence and harness the power of emerging technologies. Participants will explore how online resources can be used to expand audience size, improve marketing and communications and optimize personal organization. Emerging and established artists alike will benefit from this workshop in which participants develop a strategy for using online resources to attain specific goals. Topics include best practices for social networking and media sharing, e-commerce, promotional websites, blogs and increasing efficiency. Additionally, the workshop will help artists expand their thinking to quickly recognize and respond to the possibilities of new technologies as they develop. The workshop employs a combination of lectures, small group breakout sessions and one-on-one consultations to maximize individual attention for participants while encouraging community building as part of the workshop process. Participants also receive access to an online Internet Tools Handbook.

Can combine with: Promoting Your Work

Cost: \$6,000–\$8,000

PERFORMANCE DOCUMENTATION

plan, produce and create high-quality performance documentation

This workshop provides dance, theater and performance artists the opportunity to improve the documentation and preservation of their movement and time-based installations. The day includes hands-on experience with video editing, camera placement, and cinematography, as well as discussions of best practices for different types of documentation, how to make a strategic plan and how to budget for the documentation process. Artists will learn techniques they can use themselves, or discuss with editors and videographers to create high-quality performance documentation for use in personal archives, work samples, marketing campaigns and beyond. *Can combine with: Strategic Planning*

Cost: \$5,650–\$8,350

PROMOTING YOUR WORK

build a promotional campaign expressing the quality and character of your work

Promoting your work can and should be integrated into an artist's everyday creative process. In this workshop, participants will hear from artists who have successfully used this methodology to increase awareness and gain wider media coverage. Participants will learn about the necessary tools for promotion and how to communicate effectively with a wide variety of audiences. Potential topics include targeted marketing—an interactive, group brainstorming session to identify and reach new audiences; Research, Resources, and Relationships, using the three R's to help artists think creatively and expansively about the available human and financial resources that can help promote your work; effective and efficient promotion using your own website, social media presence and email communications; and a materials review, an interactive session for participants to get feedback on their own materials and to share tips and strategies for creative promotion and creating attractive and affordable collateral materials. *Can combine with: Strategic Planning, Funding Your Work, Internet for Artists*

Cost: \$7,150–\$8,150

STRATEGIC PLANNING

Define, plan and empower to achieve your goals

Participants learn key business and management skills and hear first-hand from artists how these tools can be used to break the crisis management cycle and achieve success—as they define it. Topics include business management, goal setting, communications and negotiation. In addition to lecture presentations, participants participate in interactive exercises, have the opportunity to meet with leaders in small working groups, and are given a Strategic Planning workbook to help guide their process. A professional strategic planning consultant leads the workshop with a Creative Capital Grantee artist co-leader. *Can combine with: Funding Your Work, Promoting Your Work, Artist-Community Engagement*

Cost: \$7,150–\$8,150

TALLER PROFESIONAL DE DESAROLLO PARA ARTISTAS

This one-day workshop provides an intensive introduction to strategic planning, fundraising, and promotion for Spanish-speaking professional artists. The workshop seeks to introduce artists of all disciplines to a variety of skills that will enhance their satisfaction with their art practice and enable greater self-sufficiency. These include budgeting and administrative resources, promotional tools, and communications practices that will strengthen artists' ability to advocate on their own behalf. The workshop will also address the challenges and benefits of working in multiple cultural contexts. This workshop can be conducted in Spanish, English, or bilingually, according to the needs of the group.

Cost: \$5,000–\$7,000

VERBAL COMMUNICATIONS

reduce fear and improve interpersonal communications, negotiations and public speaking

Designed and facilitated by a communications specialist with extensive experience training artists in public speaking and leadership skills, the Verbal Communications Workshop employs lectures, small group activities and hands-on exercises to improve interpersonal communications and public speaking skills. Topics include how to be authentic and comfortable talking about your work in social situations like gallery openings and how to successfully pitch your work or ask for financial support from presenting venues and funders. This workshop helps participants identify their goals and objectives in order to more effectively and accurately represent themselves and their work. During the workshop, participants have an opportunity to give a short presentation to work on content, verbiage, physical behavior and body language.

Cost: \$5,000–\$6,000

BLENDED LEARNING

An integrated four- to six-month program that combines a one-day Strategic Planning & Fundraising in-person workshop, three live webinars, a series of online courses that participants take at their own pace on their own computers, artist working groups and small group phone consultations. The entire content covers Strategic Planning and Funding topics including Art Business Management, Budgeting, Grant Proposals, Financial Management and Streams of Revenue.

Cost: \$15,000–\$23,000

ONLINE WORKSHOPS

Our webinars present a unique opportunity to reach individual artists directly, including those living outside urban centers and those not affiliated with local arts organizations. Designed for artists of all disciplines and at all stages of their careers, the webinars are taught by talented and experienced workshop leaders, many of whom are Creative Capital grantees. The webinars integrate such tools as video streaming, interviews and interactive participation. Question-and-answer sessions via live text chat are always included, enabling participants to follow up on specific concerns and receive immediate responses.

Current Regular Webinar Topics Include:

- **Applying for Grants and Residencies: Strategies for Writers** with Ethan Nosowsky
- **Art Business Management** with Byron Au Yong
- **Artists Raising Kids** with Andrew Simonet
- **Creating a Marketing Strategy** with Dread Scott
- **Grantwriting for Artists** with Tracie Holder
- **Kickstarter School** with Stephanie Pereira
- **Producing and Funding Your Community Engagement Campaign** with Stephanie Bleyer
- **Real Life Budgeting** with Andrew Simonet
- **Social Media: How to Be Everywhere All the Time** with Brad Stevenson
- **The Seven Elements of Strategic Marketing** with Brian Tate
- **Value-Based Goal Setting** with Susan Koblin Schear
- **Web Site, Blog & Email Essentials** with Sue Schaffner

Artists can sign up directly for our currently scheduled webinars, at the cost of \$25 per webinar. Schedule at: www.creative-capital.org/events/calendar. Partner organizations can host a webinar specifically for their group of artists in three different ways:

1. Group discount for already scheduled webinar
 - When an organization pays for 10 or more participants in a webinar, a 20% discount is provided.
2. Group participation in already scheduled webinar
 - Gather up to 10 artists to participate in any of our regularly scheduled webinars One login (one computer screen, one person typing in questions—works best when linked to a projector)
 - Access to webinar recording through one login address
 - Open to all organizational partners
 - Appropriate for artists at all levels and of all disciplines
 - Price: \$150 per webinar
3. Private Webinar
 - A private session for your group allows for flexible scheduling options
 - Choose from one of our existing webinar topics
 - Private registration for up to 50 artists
 - Each artist participates using their own computer
 - Artists can participate in a group setting or from the comfort of their own home
 - Access to webinar recording through individual login
 - Price: \$750 per webinar

The Professional Development Program is supported by The Andy Warhol Foundation for the Visual Arts, The Geraldine R. Dodge Foundation, Doris Duke Charitable Foundation, Bloomberg Philanthropies, The John S. and James L. Knight Foundation, New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature, National Endowment for the Arts, New York City Department of Cultural Affairs, and Joan Mitchell Foundation.