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JANUARY 18, MARKETING & PROMOTING YOUR CREATIVE BUSINESS

It won't happen if you don't do "it." This session will tell you what the "it" is. Studio and gallery owners who participate in ArtWalk are especially encouraged to attend.

- Attract more collectors, gallery dealers, and museum curators through marketing your art.
- Exposure = Success! But, output does not equal outcomes on social media. Effectively use Facebook, Twitter, and other sites to promote your work.
- Access the eight ways the Arts Alliance and Your Virtual Footprint can help you market and promote your business
- Garner publicity and design effective email marketing campaigns.

Presenters – Tracy Kennard, Your Virtual Footprint, John Collins, St. Petersburg Arts Alliance

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The St. Petersburg Arts Alliance presents:

Arts Business @ The Greenhouse

The St. Petersburg Arts Alliance and The Greenhouse present sound principles that inform and inspire successful for profit and non-profit creative businesses.

Sessions:

1/18/18 - Marketing & Promoting Your Creative Business

stpetegreenhouse.com/SPAAjan2018

2/15/18 - Tax Year 2017 Realities and Plans for Tax Year 2018

stpetegreenhouse.com/SPAAfeb2018

3/15/18 - Grant Writing/Development/Research

stpetegreenhouse.com/SPAAmar2018

Coffee/Networking: 8:30 a.m. Program: 9:00 a.m.

Session will be held at:

The Greenhouse
440 2nd Avenue North
St. Petersburg, FL 33701

Registration is required

Visit the links above or call (727) 893-7767 for more information and registration



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