



First Peoples Fund

## **Native Artist Professional Development Training**

September 26 & 27, 2017

Hosted by the Oneida Nation Community Education Center, Green Bay, WI

### **AGENDA**

Tuesday, September 26th

**8:45**            **SIGN IN**

**9:00-10:30**      **WELCOME, OPENING PRAYER, & INTRODUCTIONS**

**10:30-10:45**      **BREAK**

**10:45-12:00**

- **First Peoples Fund Mission and Programs, present FPF Collective Spirit Video**
- **Section 1: INTRODUCTION-Values and Vision**

The materials and exercises in this section are designed to help Native artist entrepreneurs express their values and vision that will ultimately become the principal foundation of their businesses. Stages of entrepreneurship and a skills self-assessment tool will be introduced- marketing and financial management skills.

**12:00-1:00**        **LUNCH PROVIDED**

**1:00-2:45**

- **Section 2: ARTIST JOURNEY – Life in Full Motion**

In this section, trainers will walk artists through a series of planning tools designed to help artists understand the elements and importance of successful planning

**2:45-3:00**        **BREAK**

**3:00- 4:15**

- **Section 3: PRICING/BUDGETING- Yesterday's Buffalo is Today's Dollar**

In this section, trainers will walk artists through a series of budgeting, money management tools and tips designed to help artists understand and utilize various pricing formulas to obtain a profit margin.

**4:15-4:30**        **DAY ONE - WRAP UP**

**Artists please bring a piece of art on Day Two!**

Wednesday, September 27th

**8:45**            **SIGN IN**

**9:00-10:30**

- **Section 4: MARKETING – Courting the Client**

In this section, trainers will take artists through a series of marketing tools designed to help artists create a professional marketing package that includes tips on developing a portfolio, an artist statement and resume, post cards, social network marketing, website tips, and marketing planning.

**10:30-10:45**    **BREAK**

**10:45-12:00**

- **Section 5: ARTIST CALENDAR – Painting the Artist Calendar**

Artists will be taken through a series of art show tips, including an art show calendar, show prep, the art show, post-show and internet links. This session will detail the steps to designing and setting up a professional booth at an art show, including product placement, marketing and promotional tips, and types of buyers and collectors.

**12:00-1:00**     **LUNCH PROVIDED**

**1:00-2:45**

- **Section 6 : FINANCING THE ARTIST and APPENDIX**

These sections have been provided only as a resource for artists. A sample business plan and grants resources have been provided. Artist entrepreneurs are encouraged to work with SBA or local CDFI for additional assistance in business planning.

**2:45-3:00**     **BREAK**

**3:00-4:15**

- **PRESENTATIONS\* on the artwork they bring**

Artists are asked to present a piece of their own art in role play exercises to develop and refine marketing techniques. Important selling techniques and tips will be provided to strengthen each artist's marketability.

**4:15-4:30**     **WRAP UP/CLOSING**