CRAFTING A PUBLIC IDENTITY

A Workshop for Creative Artists, Writers and Performers on Navigating the Arts Business Maze

Professional writers, artists, dancers, actors, musicians, here is your chance to learn from fellow artists who are excelling in meeting the challenges of managing an arts business career. Susan Salzman Raab, CEO of Raab Associates, will lead a panel discussion on strategies, techniques and tools you can use to grow your business and build a meaningful market presence utilizing digital tools, marketing and branding strategies and social media techniques.

Friday, September 28, 2012
1:00 pm - 3:30 pm
Thomas J. Dodd Research Center, University of Connecticut, Storrs Campus
RESERVE NOW: Attendance is limited to 100
RSVP to jean.nelson@lib.uconn.edu

Presenters Include

Charles Coe
is a program officer for the Massachusetts Cultural Council’s general operating support grant programs. He is author of “Picnic on the Moon,” a volume of poetry (Leapfrog Press), and a second volume of his work, “All Sins Forgiven: Poems for My Parents” will be released by the same publisher in March, 2013.

Jeff Raab
is a 2010 graduate of the NYU Steinhardt Musical Theatre Program. In New York City, he has performed with Libra Theater Company, in concerts at Town Hall, and in staged readings at the York Theatre and Metropolitan Playhouse. He is a staff member at Little Village Playhouse, an innovative youth theatre company in Westchester County and is the Co-Founder/Literary Director of Libra Theater Company.

Laura Rossi Totten
has over twenty years of experience as a book publishing and public relations professional. In New York City, she ran publicity campaigns for many celebrity and bestselling authors at such prestigious publishing houses as Random House / Bantam Doubleday Dell, The Dial Press, Viking Penguin and W.W. Norton & Company.

Roxie Munro
is the author/illustrator of more than 35 award-winning children’s books (mainly nonfiction, conceptual, and paper-engineered). She has created two interactive animated apps (“Roxie’s Doors” and “Roxie’s a-MAZE-ing Vacation Adventure”), and has done all the art for KiWiStoryBooks (Kids Interactive Walk-in Story Books). The New Yorker magazine has published 14 covers by Roxie.

Susan Raab
is president and CEO of Raab Associates, which specializes in marketing and promoting authors, artists, companies and organizations internationally. This has included books, apps, music, toys, dolls, audio and tv programming. Susan is author of “An Author’s Guide to Children’s Book Promotion.” She is Marketing Advisor to the Society of Children’s Book Writers and Illustrators and is a journalist who writes on the topics of publishing and arts marketing.

The session is free and brought to you by the Aetna Chair of Writing, English Department at the University of Connecticut, The Straightsors Fund, and The Northeast Children’s Literature Collection at the UConn Libraries.