

Arts Market Discovery

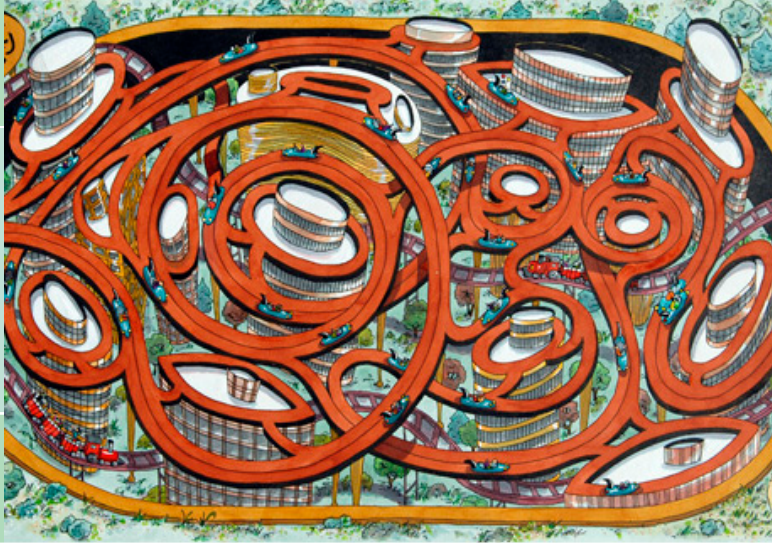


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Thomas J. Dodd Research Center - Konover Auditorium
University of Connecticut - Storrs, CT
Friday, September 28, 2012
9am-12pm

Presented by Susan Salzman Raab, CEO of Raab Associates

If you are a student and want to learn what is marketable about you and your work as you prepare to launch your arts career – then this workshop is for you. This three hour intensive workshop will look at messaging, market outreach capabilities, and how you can present your art in a proactive, meaningful way. Come prepared with a paragraph on a product or concept you are (or hope to be) promoting. We'll discuss goal setting, marketing strategies, and potential challenges in the market. Susan Raab, CEO of Raab Associates will help you identify what is most marketable about yourself and your work.

A separate afternoon panel session will cover the roles social media, public relations, websites and direct marketing play and how to use them to further your career.

Panelists include painter, writer and art critic Sharon Butler; poet and performer Charles Coe of the Massachusetts Cultural Council; children's book author/illustrator and fine artist Roxie Munro; actor, musician, songwriter Jeff Raab; and author and publicist Laura Rossi Totten.

Reserve now: Attendance is limited.

Please register for each session separately with Jean Nelson at jean.nelson@lib.uconn.edu.