

A Toolbox For Strengthening The ARTS & Cultural Development-Sessions

MORNING (10:30 – 12:00 noon)

A. A Toolbox for Working in Culturally Diverse Communities

Presenter: Lynne Williamson, Director, Connecticut Cultural Heritage Arts Program, ICR

If you are looking to attract or work in a new community, attend this session to hear from someone who has worked with over 80 different cultural groups in Connecticut to engage them, to document, promote, and create partnership and presenting opportunities. You will learn strategies and discuss cultural sensibilities that need to be considered--through fieldwork and technical assistance--that will ultimately create a solid, trustworthy relationships with members from other cultural groups.

B. Artists Create Social Change through Community Engagement

Presenters: Victor Pacheco, Visual Artist/Youth Worker, ICR and Rasmussen Moses, Actor,

Come to this session to hear first-hand how several artists use their artistic talents and skills to connect with communities to create change. Hear how you can expand your art to enlighten, to promote activism beautify neighborhoods, schools, community centers, while also getting paid. Learn how you can use basic participatory action research skills to bring about a change in your community.

C. What is the Role of Marketing in Grantwriting and Fundraising?

Presenters: Elizabeth Corsa, Grants and Development, Greater Hartford Arts Council

It's more than developing materials... You will learn about the first step in marketing-- your idea, building the relationship, speaking the funders' language, and appealing to their sensibilities. You will also learn about developing your marketing plan, funder's critique of your plan, the importance of funder's to be recognized in material; and marketing strategies and techniques in fundraising.

D. Securing Corporate Sponsorships and Public Funding in the Arts

Presenters: Patricia Johnson, Community Economic Development Fund You will learn about why companies or funders even sponsor events or activities, how to negotiate a win-win situation, types of ideas that interest sponsors. You will also hear from a CEDF representative about business opportunities available to artists that can make a difference in their communities, types of funding and technical assistance available and hear case studies of artists-initiated businesses.

AFTERNOON (2:30 – 4:00 PM)

E. Corporate Training Opportunities for Artists

Presenter: Harvey Seifter, Seifter Associates, NY

Did you know that corporations are now looking to artists to help their employees become creative, teamplayers, problem-solvers, and better presenters. Artists have developed these skills by virtue of their having to survive in a competitive art world. Hear from one of the nation's top consultants about how he has worked with artists and corporate executives to create a win-win situation for both parties.

F. How to Secure an Agent: The Ins and Outs

Presenters: Amy Holman, Literary Artist, NY and Rick Dorfman, Manager, Relevant Entertainment, NY

This session will focus on all the aspects of procuring an agent. You will learn about the various types of agents used by literary as well as visual and performing artists--why one gets an agent, how to find one, what to expect and how to approach one. *Hear from an artist who actually has an agent!*

G. A Look at New Aesthetics: Engaging Young Adult Artists from the Hip Hop Scene

Presenters: Sincere Morgan, performance poet, Rey Bermudez, dance, and Bryan Rose, Nufsed Images, NY

Is it an artform, style, or a culture? Come to hear first-hand from artists living, working and creating in hip-hop. You will get to participate in lively discussions about the origin and politics of hip hop; but more importantly, you will learn how you can *connect* with young people through programming, residences, education, etc.

H. Building Cultural Capacity for Tapping into Different Audiences and Markets

Presenter: Valerie Cooper, Picture That, LLC, Stamford, CT

The increase in today's diverse populations has created interesting opportunities and challenges for arts institutions and artists looking to diversify their audience or markets. This session will give you an overview of audience development and maintenance, relationship marketing, social patterns, audience's interests-- look at what is going on in their lives that you can tap into that will compel them to connect with you and will give them some form of cultural identity from that experience.