

Creative Capital

PROFESSIONAL DEVELOPMENT PROGRAM

Internet For Artists

AGENDA

Note: This agenda is subject to change before the workshop. A final revised agenda will be provided to participating artists.

Friday September 24, 2010

- 6:00 – 6:30 pm *Arrival and greetings*
- 6:30 – 7:00 pm WELCOME and INTRODUCTION TO WEEKEND
- 7:00 – 7:30 pm PARTICIPANT INTRODUCTIONS I (10 presentations, 3 min. each)
The participant introductions involve one participant presenting (2 minutes) the web presence of a fellow artist participant, whom they researched online (this gives the participants a read on how well or even how they may be represented online – from the point of view of someone else), the participant then has an additional 1 minute to clarify who they are and the work they do.
- 7:30 – 7:40 pm *Break*
- 7:40 – 8:15 pm PARTICIPANT INTRODUCTIONS II (12 presentations, 3 min. each)
- 8:15 – 8:45 pm WORKSHOP OVERVIEW
An Overview of the weekend and a tutorial of the wiki, which was created specifically for this workshop.
- 8:45 – 9:00 pm END OF DAY ANNOUNCEMENTS

Saturday September 25, 2010

- 8:30 – 9:00 am *Breakfast and greetings*
- 9:00 – 9:20 am REVIEW WORKSHOP OVERVIEW & GOAL SETTING LECTURE
An overview of the weekend and an introduction to how goal setting will be used throughout the course of the weekend. Participants are asked to write their “big goals.”
- 9:20 – 10:10 am CONCEPTUAL LANDSCAPE
This lecture presents a brief history of the web and teaches an abundance approach to the web – how to share, teach yourself and why and how you can use it.
- 10:10 – 10:50 am POTENTIAL LANDSCAPE: Part one
This lecture introduces the power of the internet as a tool for expanding your practice – through building networks, growing your audience, connecting with your peers/audience and finding new opportunities.
- 10:50 – 11:00 am *Break*
- 11:00 – 11:15 am POTENTIAL LANDSCAPE: Part two
- INTRODUCTION TO SATURDAY BREAKOUTS

11:15 – 11:25 am

All participants will rotate through each of the following sessions:

Managing the Push: *Communicating effectively using email, feeds, your website, etc.*

Communities: *Building a network to support you and your work, how to use that network to extend your practice.*

Push/Pull: *Using the native interactivity available to create effective websites and build your connections to your audience.*

50 minute sessions with 5 minutes to move from one to the next

11:25 am – 12:15 pm SATURDAY BREAKOUT ROUND ONE

12:15 – 12:20 pm *Switch*

12:20 – 1:10 pm SATURDAY BREAKOUT ROUND TWO

1:10 – 2:00 pm *Lunch*

2:00 – 2:50 pm SATURDAY BREAKOUT ROUND THREE

2:50 – 3:00 pm *Break*

3:00 – 3:50 pm BEST PRACTICES SHOWCASE

A fun lecture to show some favorite sites of artists or others. Also a brief look at some of the new technologies on the horizon.

3:50 – 4:00 pm *Break*

4:00 – 4:15 pm IDENTIFY & REVIEW GOALS

Artists identify and write down how internet tools can help them achieve their stated goals.

4:15 – 5:00 pm PRESENT GOALS TO GROUP

Participants state internet related goals to group in order to facilitate artists to think, talk, and share information with each other.

5:00 – 5:30 pm WRAP UP & END OF DAY ANNOUNCEMENTS (sign up for consultations)

Sunday September 26, 2010

8:30 – 9:00 am *Breakfast and greetings*

9:00 – 9:15 am OVERVIEW OF DAY

9:15 – 10:15 am BRAINSTORMING/GOALSETTING

Introduction to prioritization, then participants break into 3 groups to do brainstorming on how to use the internet to achieve their goals.

10:15 – 10:25 am *Break*

10:25 – 10:40 am OVERVIEW OF AFTERNOON

All participants will rotate through the following sessions:

Website Review: *Artists will be online, paired off reviewing each others sites and then group feedback will be offered.*

Generating Revenue: *How to use the web to fundraise, sell and generate income.*

Being Efficient: *How to identify shortcuts and use your computer and the internet more efficiently.*

*For the fourth breakout the participants will be allowed to chose **one** of the following breakouts:*

How to Get Noticed: How to generate attention, recognition and press for your activities – both online and off. How to stand out from the crowd.

Writing for the Web: Learn how to create effective communications for getting your information across.

Search Engine Optimization: Basic tenets of creating a site that can be found, developing new methods for making your site accessible to a larger audience.

Social Networking: Artists will be given an introduction to the available networking tools and then will be looked at more in-depth, what are the real “how-to’s” of using the sites.

10:40 – 11:30 am	SUNDAY BREAKOUT SESSIONS ROUND ONE
11:30 – 11:35 am	<i>Switch</i>
11:35 am – 12:25 pm	SUNDAY BREAKOUT SESSIONS ROUND TWO
12:25 – 1:15 pm	<i>LUNCH</i>
1:15 – 2:05 pm	SUNDAY BREAKOUT SESSIONS ROUND THREE
2:05 – 2:10 pm	<i>Switch</i>
2:10 – 3:00 pm	SUNDAY BREAKOUT SESSIONS “FREE CHOICE” (select one of four sessions as outlined above)
3:00 – 3:15 pm	<i>Break</i>
3:15 – 4:55 pm	INDIVIDUAL CONSULTATIONS <i>Each participant gets 1 twenty-minute one-on-one consultation, in this consultation they will review their goals & steps to achieve the goal.</i>
	WORKSHOP EVALUATION/GOALS (participants work on between individual consultations)
4:55 – 5:00 pm	<i>Break</i>
5:00 – 5:30 pm	WRAP UP & GOODBYES