

ARTS, BUSINESS, CREATIVITY..

the abc's of success



The ABC's of Success is a day of workshops for artists and arts organizations to learn the business skills needed for success. Join us, Saturday, April 17 at Waterloo City Hall, the Button Factory and the Canadian Clay + Glass Gallery. Sponsored by Waterloo, Kitchener and Cambridge, the Province of Ontario and the Waterloo Region Small Business Centre.

SATURDAY
April 17th, 2010
8:00 – 5:00, \$55

Price includes GST, Choice of 3 Workshops, Keynote Speaker, Continental Breakfast, Lunch, Networking, Wine and Tapas and Entertainment by Musician: Kevin Ramessar

KEYNOTE "What's working now? Designing creative networks"

Brock Hart has extensive experience in brand management on both the client and agency side. His communication design work has won numerous awards throughout Canada. Brock delivers, designed and initiated the Ideas Transform website, a lively regional forum for exchange on cultural issues and the arts.

Presented by: Brock Hart, Creative Director, MFX Partners and Design Changes, Kitchener

<http://ideastransform.ning.com/>

WORKSHOPS

▼ BIZ 101 - MANAGE YOUR PROJECTS MEET DEADLINES

Struggling to get things done? This seminar will help you manage time and projects to achieve your goals.

Presented by: Lois Raats – Ready2Grow

▼ SOCIAL MEDIA NETWORKING

Learn how to best utilize social networking sites to market your art. Find out how to reach the right audience. Facebook, Twitter, Myspace, Flickr, LinkedIn, Picasso, YouTube and Blogs.

Panel: Joseph Fung, CIGI; Trevor Stafford, Communitech

▼ GO FOR THE GRANTS

Ontario Arts Council offers more than fifty funding programs for Ontario-based artists. Learn about specific grants and support for a period of time, or for ongoing operations.

Presented by: Janice Lambrakos, Ontario Arts Council

▼ WRITING WINNING PROPOSALS – MAKE IT HAPPEN

Applying for public art grants, artists in residency and judged exhibitions can be a daunting task. Learn about preparing a letter of intent, setting and meeting realistic requests for grant considerations.

Presented by: Waterloo Regional Arts Fund

▼ PROMOTE YOURSELF AND YOUR ART FOR PROFIT

Learn how to develop and implement marketing strategies, tools and plans, create awareness, and reach the decision makers to sell your ideas, performances and art products.

Panel: Gay Isber; Rob Matlow; Sean Puckett; Debra Lloyd; Juan Bohorquez

▼ PROTECT YOURSELF AND YOUR CREATIONS – WHAT YOU NEED TO KNOW

Meet a panel of experts and discuss: copyrights, contracts, licenses, agents, liabilities and risk, industry regulations,

and tax and what you can write-off for business.

Panel: Sorbara Law; Jacqueline Morris CGA; Josselin Insurance; Canada Revenue

▼ TALK TO ME: WHAT MEDIA NEEDS FROM THE ARTS COMMUNITY

Find out how the arts community can get media's attention. Learn how to deliver effective messages, who to contact and when.

Presented by: Don Chapman

WATERLOO CITY CENTRE

100 Regina St. S, Waterloo, ON
FREE PARKING

Some activities at The Button Factory

For more information or
to register call 519-741-2984 or
artsbusinesscreativity.com or
waterlooregionsmallbusiness.com



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Saturday April 17, 2010 – 8:00 am to 5:00 pm
Waterloo City Hall, 100 Regina St. S. Waterloo ON

STEP 1: Choose 3 (three) workshops

- Biz 101 – Manage Your Projects Meet Deadlines
- Social Media Networking
- Go For The Grants
- Writing Winning Proposals – Make it Happen
- Promote Yourself and Your Art For Profit
- Protect Yourself and Your Creations – What You Need To Know
- Talk To Me: What Media Needs From the Arts Community

STEP 2: Contact information

(ALL fields must be completed in order to process)

NAME: _____

BUSINESS NAME: _____

STEP 3: Payment information

\$55 (price includes GST)

STEP 4: Method of payment*

(payment is non-refundable but transferrable)

- Cheque payable to Waterloo Region Small Business Centre.
No postdated cheques please.
- VISA
- MasterCard

*For VISA or MasterCard, please provide complete information where your credit card statement is mailed to.

All fields must be completed for processing.

CREDIT CARD NUMBER: _____

EXPIRY DATE: _____

NAME: _____
(as it appears on card)

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE/CELL: _____

E-MAIL: _____

Signature: _____

STEP 5: Please list food allergies - dietary restrictions -

STEP 6: Please FAX completed form to 519-745-1522
or E-MAIL bernadette.lowry@kitchener.ca.

For questions regarding registration please call
Bernadette at 519-741-2984

- I will bring my brochure and business cards
- I consent to listing my name/company/e-mail on
"participant list" to be distributed at the event

NOTE:

You will receive a confirmation number when
your registration has been processed.

Cheques can be mailed to:

**Waterloo Region Small Business Centre,
200 King St. W., First Floor,
Kitchener, ON, N2G 4G7**

**Waterloo Region Small Business
Centre Privacy Policy Statement**

Our Commitment

Our organization is committed to protecting the privacy of the personal information of its employees, members, customers and other stakeholders. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you choose to share with us.

During the course of our various projects and activities, we frequently gather and use personal information. Anyone from whom we collect such information should expect that it will be carefully protected and that any use of or other dealing with this information is subject to consent. Our privacy practices are designed to achieve this.

Defining Personal Information

Personal information is any information that can be used to distinguish, identify or contact a specific individual. This information can include an individual's opinions or beliefs, as well as facts about, or related to, the individual.

Exceptions

Business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, are not considered personal information.

Where an individual uses his or her home contact information as business contact information as well, we consider that the contact information provided is business contact information, and is not therefore subject to protection as personal information.

Use of Information

The information we collect helps us to maintain our contact/client files and mailing lists, track business trends, and program usage and service ratings in order to evaluate and improve our service offering. The information also helps to ensure that we can advise individuals of news and upcoming events that may be of interest to them. In addition, we use our contact/client lists to generate a sample for our annual survey where we contact past clients of the Waterloo Region Small Business Centre to participate in an optional, anonymous survey about business trends and services used. We also gather information, such as credit card information, that is required for registering and paying for courses, seminars or events. Individual personal information is never disclosed, shared with a third party or used for any purposes other than described above.

Privacy Practices

Personal information gathered by our organization is kept in confidence. Our personnel are authorized to access personal information based only on their need to deal with the information for the reason(s) for which it was obtained. Safeguards are in place to ensure that the information is not

disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. We also take measures to ensure that the integrity of this information is maintained and that it is protected from loss or destruction.

We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. We routinely offer individuals we deal with the opportunity to opt not to have their information shared for purposes beyond those for which it was explicitly collected.

Website and Electronic Commerce

We use password protocols and encryption software to protect personal and other information we receive when a product or service is requested and/or paid for online. Our software is routinely updated to maximize protection of such information.

Contact Information

Questions, concerns or complaints relating to WRSBC's privacy policy on the treatment of personal information should be e-mailed to: info@waterloosmallbusiness.com.