

# ARTIST INC

## EXPRESS

### Virtual Three-Day Workshop Agenda

#### Session 1

40 minutes	Introductions
35 minutes	Principles – Overview & What Works
10 minutes	Break
45 minutes	Reflection – Success Inventory & Eulogy
10 minutes	Break
30 minutes	Reflection – ADEP Analysis
5 minutes	Goal Setting Introduction
5 minutes	Close

#### Session 2

10 minutes	Welcome
45 minutes	Goal Setting – SMART Goals & One-Year Goals
10 minutes	Break
50 minutes	Marketing – What is it? Cornerstone Words, Value Statements, Branding
10 minutes	Break
30 minutes	Marketing – Elevator Speech
20 minutes	Relationship Building – Long-Term Relationship Exercise & Momentum
5 minutes	Close

#### Session 3

10 minutes	Welcome
55 minutes	Formal Tool Kit – Artist Statements
10 minutes	Break
20 minutes	Formal Tool Kit – Biography & Resume
30 minutes	Funding A Practice
10 minutes	Break
15 minutes	Q&A
25 minutes	Closing