

# ARTIST INC

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## EXPRESS

### In- Person Two-Day Workshop Agenda

#### Session 1

40 minutes	Introductions
35 minutes	Principles – Overview & What Works
10 minutes	Break
75 minutes	Reflection – Success Inventory, Eulogy, & ADEP Analysis
45 minutes	Lunch/Snack Networking Break
45 minutes	Goal Setting
10 minutes	Break
30 minutes	Funding A Practice
5 minutes	Close

#### Session 2

10 minutes	Welcome
50 minutes	Marketing – What is it? Cornerstone Words, Value Statements, Branding
60 minutes	Formal Tool Kit – Artist Statements
50 minutes	Lunch/Snack Networking Break
30 minutes	Formal Tool Kit – Biography & Resume
40 minutes	Relationship Building – Long-Term Relationship Exercise & Momentum
10 minutes	Break
20 minutes	Momentum
15 minutes	Q&A
25 minutes	Close