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