

ARTIST INC



EXPRESS

In- Person Two-Day Workshop Agenda

Session 1

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| 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

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