

Business Essentials for the Arts

Each year the Arts & Business Council of Chicago offers Business Essentials for the Arts, an educational series for arts professionals and their boards on topics critical to successful arts management. Offered monthly, the workshops address a range of business topics, from branding and generational marketing to board leadership and fundraising. Designed with careful attention to the needs of the Chicago arts community, each workshop offers cutting-edge information and tangible take-aways that can be implemented immediately.

Unless otherwise noted, all 2005 workshops will be presented at the Blue Cross Blue Shield of Illinois Training Center at 300 East Randolph.

Registration

Business Essentials for the Arts workshops are open to staff and board members of non-profit arts organizations, as well as individual artists. The cost of each workshop ranges from \$40-\$60. Registration is required. For more information, visit the Arts & Business Council of Chicago's website www.artsbiz-chicago.org, or call 312-372-1876.

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2005 Workshops Series

The Actor in Everyone—Presentation Skills for Arts Administrators

Wednesday, January 19, 2005
10 AM-1 PM

Most people cite public speaking as their top-ranked personal fear, yet every successful executive is expected to speak in public. Whether reporting at a board meeting, making a formal introduction, accepting an award, or speaking at a conference, the experts will offer tips for non-actors to become more effective and poised presenters.

Attitudes for Innovation

Wednesday, February 16, 2005
5:30-8:30 PM

Board members and arts executives are most impressive and effective when they lead by example. Learn how to inspire those around you to enhance organizational performance.

The Art of Grant Writing

Wednesday, March 9, 2005
10 AM-1 PM

Corporate, government and foundation funders differ in their approach to cultural giving. Depending on the funder, your art can be an asset, a challenge and/or a worthy cause. Learn how to tailor your requests to these different sources, to open the doors, and be prepared to deliver results that impress.

The Meeting is Called to Order!—Running an Effective Board Meeting

Wednesday, April 20, 2005
5:30-8:30 PM

This interactive workshop will focus on effective strategies for gaining consensus, making decisions, encouraging dialogue, staying on point and building camaraderie.

Age is Much More than a Number

Wednesday, May 18, 2005
10 AM-1 PM

Generational marketing has become an art form. The pros will outline specific tactics to reach teens, baby boomers, and Gen X and Yers to enhance your audience diversity.

Living Your Brand

Wednesday, June 22, 2005
10 AM-1 PM

Everyone knows what to expect from Whole Foods or Disneyland. Is your brand memorable and reflected throughout your organization? Join us for pointers on often-overlooked aspects of branding in your daily practices.

Successful Sponsorship Kits

Wednesday, July 13, 2005
10 AM-1 PM

Many arts organizations have a product that will attract corporate sponsors, but often, it's your audience demographic that is more of a draw. Come for personalized insights on packaging your organization for corporate sponsorship solicitations.

Insights On-line—Collecting & Analyzing Audience Data on the Internet

August TBD, 2005
10 AM-1 PM

Test-drive some internet tools that will help you determine where and how to reach your target audience. Try products like Arbitron, Survey Monkey and other cost-effective research tools.

Arts Patrons vs. Arts Consumers

Wednesday, September 14, 2005
10 AM-1 PM

Today's savvy consumer wants value if they are going to give you their time and their money. The generation that graciously SUPPORTED the arts is being replaced by one that eagerly CONSUMES the arts. Learn how to be prepared to give them their money's worth - and MORE!

Mission Accomplished—Project Management for Arts Administrators

Wednesday, November 9, 2005
10 AM-1 PM

Using the right tools to create and implement a Project Management Plan is the key to success for complex projects that rely on multiple people. Whether you're planning a large event, launching a new program, or undertaking a capital campaign, organizing and conveying information appropriately will keep everyone focused and minimize confusion.