

MAKE.ART.WORK.

Career Strategies for Visual Artists in CT

Super Saturday Event: April 5, 2014

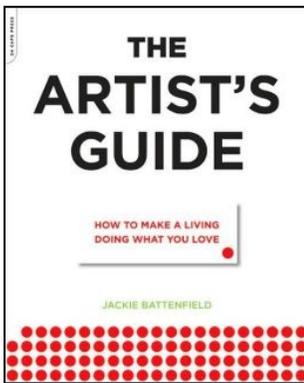
The Event Center, Beacon Hall*
Housatonic Community College
900 Lafayette Blvd, Bridgeport CT
*walkway from Parking Garage 5th floor

Promote Yourself!

Communication Strategies for Marketing Your Work

with **Jackie Battenfield**, author of *The Artist's Guide*

10am-noon



Jackie Battenfield returns to **Make.Art.Work.** with marketing strategies that build upon the techniques she shared with us last year. Here's a sneak peek of what you can expect:

"Everyday there are opportunities to network as an artist, in person and digitally. It's not only what you say and show. It's how often you say it and what you have in place for networking and follow-up. You will see examples of do's and don'ts in artist statements, websites, announcements, and newsletters. It begins with an interactive exercise and ends with a homework assignment."

"Jackie Battenfield is *the* authority on guiding visual artists through the maze of 'real world' issues that surround their career practice...with this book, artists can access her expertise directly." - *Gregory Amenoff, painter and Chair, Visual Arts Division, Columbia University.*

Come prepared with your marketing questions and business cards. This is a great opportunity to connect with peers as artists from Hartford, New Haven and Fairfield County come together for a day of learning and networking.

The Gallery and Beyond

Two Back-to-Back Panels

1-4pm

Bill Carroll, Program Director of The Elizabeth Foundation for the Arts Studios, NYC

Anne von Stuelpnagel, Director of Exhibitions at the Bruce Museum, Greenwich CT

Will K. Wilkins, Executive Director of Real Art Ways, Hartford CT

Denise DiGrogoli Amuso, Co-Founder of Troy Fine Art Services, Southport CT

Registration available at our website: www.makeartwork.org

Tickets: \$50 for the full day, \$28 for half-day, lunch (optional) \$10

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