

For more information about each presentation visit: artpreneurottawa.com

8:30 a.m. to 5:00 p.m.	Expo Hall: Vendors, services and resources	Lower Lobby
	Financial Pavilion: Meet with cultural funders	Upper Lobby

8:30 - 9:30 a.m.	Registration: Pick up your name tag and delegate bag	Lower Lobby
	Networking Breakfast: Coffee and continental breakfast	Lower Lobby

9:30 - 10:45 a.m.	<p>PUTTING YOURSELF ON THE MAP Delivered by an inspiring trio of speakers: with one of Canada's most accomplished singer-songwriters Lynn Miles, theatre creator and producer and the first CBC Radio One (Q) artist-in-residence Adrienne Wong and contemporary visual artist Jinny Yu recently presented at the Venice Biennale. All three speakers have presented their work locally, nationally and internationally. They will share their various paths and discuss the career decisions that put them on the map. From finding success at the community level to the international stage, from finances to creative output, this keynote will be a dynamic multidisciplinary conversation about the diverse landscapes in which artists work and how they structure meaningful careers.</p>	Richcraft Theatre
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10:45 – 11:15 a.m.	Body break	Lower Lobby
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11:15 - 12:15 p.m.	Choice of Morning Sessions	
	<p><i>Business Skill Track, Harold Shenkman Hall</i></p> <p>A. Designing a Creative Business Map It can be challenging to think of yourself as an artist and as a business. So, what if you could be as creative in your business planning, as you are in your art? What if you could build a business plan that's resilient enough to evolve with you as an artist? Creative thinking is an asset in business. So let's learn how to use it! Walk away with the tools to build a unique map that will help guide your creative business. Speaker: Toni van Eeden, The Red Brick Rooster and Tanya Woods, Kind Village.</p>	<p><i>Artists on the Map, Richcraft Theatre</i></p> <p>B. Making it Work How do artists successfully make a living from their art? Hear from some who are building successful careers by working at different levels and scales, locally, nationally and internationally while keeping Ottawa their base. Panelists: Nancy Kenny, Theatre Artists; Melanie Yugo of Possible Worlds, Visual artist; Anik Bouvrette, Tara Luz Danse; and Lynne Hanson, musician.</p>

12:15 - 1:15 p.m.	Networking Lunch: Caterer TBC Mini-Clinic presented by <i>Alterna</i>	Lower Lobby, Alterna booth
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1:15 - 2:15 p.m.	Choice of First Afternoon Sessions	
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<p><i>Business Skill Track, Harold Shenkman Hall</i></p> <p>C. Beyond Grants: Alternative Resources and Support</p> <p>Discover how alternative forms of support including in-kind, sponsorships and partnerships can benefit individual and group artistic projects. Make your requests stand out and turn supporters into partners.</p> <p>Panelists: Dan Gainsford, Windpath Media; Zachary Dayler, Wellington West BIA; Christina Devine, House of PainT; moderated by Michael Wallack, Wallack's Art Supply</p>	<p><i>Artists on the Map, Richcraft Theatre</i></p> <p>D. Coverage as Career Leverage</p> <p>Ottawa-Gatineau's arts media landscape is changing and traditional resources are limited. There are few dedicated arts media and few arts critics. Getting critical media coverage is part of getting noticed, gaining credibility, building reputation and developing creatively. How to use strategic tactics to earn critical online, print, and airtime with media and key influencers to help advance your career. Presenters will cover how their ability to get coverage has affected their career and share some tactics and insights into how to get coverage.</p> <p>Panelists: Jessica Ruano, Natasha Gautier</p>
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2:15 to 2:45 p.m.	Body break
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2:45 - 3:45 p.m.	Choice of Second Afternoon Sessions	
<p><i>Business Skill Track, Harold Shenkman Hall</i></p> <p>E. Breaking through the Clutter</p> <p>Marketing strategies to break through the clutter and put yourself on Ottawa-Gatineau's map in Ottawa 2017. Basic audience development and marketing strategies will be covered.</p> <p>Speaker: Kimothy Walker, Ottawa Media Group</p>	<p><i>Artists on the Map, Richcraft Theatre</i></p> <p>F. Collaborations</p> <p>How to invite collaborative opportunities and approaches to maximize resources, create success and build the 'map'? How are artists collaborating to create opportunities for themselves and the arts community?</p> <p>Panelists: Tara Shannon, Willow Sound Artist Development; Megan Piercey Monafu, Community-Supported Art Ottawa and Cynthia O'Brien</p>	

3:45 to 4:00 p.m.	Body break
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4:00 - 4:30 p.m.	Third Afternoon Session	
<p><i>Harold Shenkman Hall</i></p> <p>G. Getting them 'at hello' Wrap up session</p> <p>Learn how to keep it simple yet memorable. Perfect your pitch to adapt it for sponsors, media, audiences or customers.</p> <p>Facilitated by: Kate Mensour</p>		
4:30 – 5:30 p.m.	On Stage Cocktails	
<p>Networking cocktail</p> <p>Join fellow delegates, speakers, panelists and expo hall participants on the Harold Shenkman Hall stage for some networking, a social drink and some friendly pitch-practice.</p>		