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Art Talk

Jacob Stockinger takes you inside local arts

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Art Talk: February workshops will help artists launch careers

Jacob Stockinger —

Local, regional and national arts agencies are teaming up to offer area and regional artists some guidance in creating a career based on making art.

The Madison area workshop will take place Feb. 15 and 16, 2008.

Here's a run-down from the press release:

BUSINESS SKILLS FOR ARTISTS WORKSHOPS

Are you looking for the skills you need to make your life in the arts?

The Madison Arts Commission and the Dane County Cultural Affairs Commission in conjunction with Arts Wisconsin, the Wisconsin Arts Board (WAB) and Springboard for the Arts will host a professional development workshop for Wisconsin and Upper Midwestern artists and creative entrepreneurs.

Professional arts consultants (who are artists themselves) from Springboard for the Arts will lead the workshops with expert facilitation and information.

Get educated and connected at this information packed, user-friendly workshop.

WORKSHOP TOPICS include:

Marketing for Artists: Who is your audience and how do you reach them? Bring materials for review.

Simple Business Plans for Artists: How to prepare an essential planning tool for your business, in arts-friendly language.

And a third session on a topic chosen by the participants.

SCHEDULE DETAILS

Friday, Feb. 15, 6:30-8:30 p.m.: Evening reception and overview of workshop at Park Bank, Capitol Square Location.

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about this

Jacob Stockinger is an arts writer and reporter, featured editor at The Capital Times since 1981. He also writes at the University of Wisconsin-Madison.

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Saturday, Feb. 16, 9 a.m.-5 p.m. at the UW-Madison Arboretum Visitor Center. Morning "" Business Plans Session; Afternoon "" Marketing Session.

Cost is \$75 for both Friday and Saturday sessions and \$10 for lunch

The workshop is subsidized by the National Endowment for the Arts and the Wisconsin Arts Board.

REGISTRATION

You can register by going to artswisconsin.org/events/registration/08_workshops.cfm

QUESTIONS?

Contact Arts Wisconsin at: phone 608 255-8316; email: akatz@artswisconsin.org



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