



Planning

- Identify the part of your strategic plan that you're fulfilling by starting this program.
- Identify partners and meet one on one to discuss/understand resources available in your community
- Determine if anyone else is doing workshops. You can partner with them to serve your community, and enhance their program. No need for duplication. If not...
- Ask your arts community what they want
 - Email a survey to your lists
 - Hold a community meeting
 - Potential Questions: How will you know that your business is successful?, What needs do you have as a business?, What resources, programs, or people have helped you strengthen your business and why have they worked for you? What keeps your business from supporting you and your family? What long-term goals do you have for your business and how will you finance these projects? What is your greatest challenge to being profitable? What aspect of marketing do you feel you need to know more about?
 - Recruit a leadership team
- Bring partners together again with leadership team to set out a schedule of topics based on feedback
 - Assign a coordinator to run events and provide administrative support
 - Agree on "social" marketing between partners and leadership team
 - Have artist leaders secure space
 - Have partners help identify and recruit presenters for identified topics

This may seem like a lot of lead work, but it helps to build your community of attendees!

Event Management & Coordination

- Follow up with space, presenter
 - Confirm dates and locations, logistical/tech needs

- ❑ Confirm presenter expectations of quality: provide take-aways, clarify next steps, answer questions, teaching vs "selling"
- ❑ Gather "blurbs" for publicity
- ❑ **Create publicity materials and publishes them**
 - ❑ Materials can include: Online Registration, Website page, Image, Facebook Event, Calendar Listing text, Eblast, Enews blurb, Press release, Radio PSA, Postcard with 6 month schedule, Social Media posts (including promoted posts), etc.
- ❑ **Follow up with leadership team & partners**
 - ❑ Send publicity materials and asking partners & leadership team to share & invite their community
 - ❑ Confirm all is well (or trouble shoot together)
- ❑ **Remind everyone who registered for the event that they signed up and confirm topic, location, time, and date and any other details**
- ❑ **Attend the event to facilitate, network & hand out paper evaluation**
- ❑ **Record / report on event attendance and quality to the leadership team & partners**
- ❑ **Follow up with thank you notes to host, presenter, and attendees**
 - ❑ Don't forget to ask them to be a member, sign up for your mailing list, and invite them to your next events!
- ❑ **Send formal evaluation to attendees**

Evaluation & Change

- ❑ Leadership Team & Partners review evaluations every 6 months to adapt programming
- ❑ Leadership Team & Partners conduct focus groups with artists every 2 years to evaluate needs and adapt programming
- ❑ Share evaluation with potential funders to get sponsorship to pay for Coordinator's time

*And remember, watch out for
bears!*