

■ Artist Marketing Workshop takes place on Saturday, April 25

“A Marketing Primer for the Arts Studio Professional” is a day-long marketing workshop designed for visual artists on Saturday, April 25th. The workshop, sponsored by the Arts Council of Hillsborough County, the Dali Museum, and Pinellas County Cultural Affairs, will take place at the Dali Museum in downtown St. Petersburg from 9:30am until 4:30pm.



Back by popular demand, Middlebury, Vermont artist and entrepreneur Bruce Baker will be conducting the workshop for art studio professionals who wish to gain an edge in today's competitive art market. Some of the topics Bruce will cover include: *Booth Design and Visual Merchandising; Your Slides, Digital Images and the Jury; and Dynamic Sales & Customer Service Techniques*. These specific topics received the highest response from workshop evaluation forms in 2007, when Bruce last presented a workshop in the Tampa Bay area. These specific topics have also been updated to address artists wishing to succeed in today's unpredictable economic climate.

The workshop fee for the day is \$25 per person, and will include all handout materials. As a special treat, the workshop will also include free admission to the Dali Museum and a 20-minute docent tour, placing emphasis on the genius behind Dali's personal marketing success. Bruce will also have CD's available for sale which include the workshop topics as well as other business topics for artists, culled from more than 500 workshops he has conducted across the US and Canada. Although the workshop registration fee must be paid in advance, participants wishing to purchase any CD's may do so the day of the workshop via cash or check.

Bruce Baker has mastered the word “FUN” through his entertaining presentations. Artists have been known to take his workshops two, three and four times, just to absorb the tremendous amount of valuable business information they receive in 6 short hours. His testimonies from artists nationwide prove that his tips, methods and knowledge of marketing art and marketing artists produce positive results.

Attendees may wish to bring their lunch (use coolie packs or small cooler!) or walk to the nearby Yacht Sales Café at the Harborage Marina. The Dali Museum is located at 1000 – 3rd Street S., 10 blocks south of Central Ave. in downtown St. Petersburg, and the workshop will be in the Raymond James Room (south door entrance). There is ample parking right across the street. The museum phone number is 727.823.3767.

Seating for the workshop is limited, so register early! The deadline to return the registration form with payment is Tuesday, April 21st. For more information, call the Arts Council of Hillsborough County at 813-276-8250.

DEADLINE to REGISTER: Tuesday, April 21
Bruce Baker Artist Marketing Workshop
REGISTRATION FORM

Name (s) _____

Address _____

City _____

ST ____

Zip _____

E-mail _____

Phone (__) _____

Include \$25 per attendee.

Make check payable to Arts Council of Hillsborough County

Mail to:

Marketing Workshop, c/o Arts Council of Hillsborough Co., 1000 N. Ashley Dr., Suite 105,
Tampa, FL 33602.

- *You are welcome to duplicate this form* -