

# Marketing Your Arts

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***Marketing Your Arts*** is an interactive workshop. It is designed to help artists and related organizations develop a marketing perspective, define their market, understand how to package their message, and get them in front of prospective clients. The presenters work with participants on the fundamentals: crafting a message that helps customers understand the artist's work, components of successful press releases, useful resources to make marketing a little easier, and understanding all the opportunities available to get the word out.

***Kathy Blandin*** has worked in the field of theatre since 1987 as a drama specialist in the public schools, and as faculty at Albion College and Western Michigan University. She moved into non-profit administration in 1998 as the Director of the Southeast Institute for Education in Theatre at the University of Tennessee – Chattanooga and then she became Head of Cliff Valley School in Atlanta in 2001. She is currently the Executive Director of the Sautee Nacoochee Community Association. Kathy holds a Ph.D. in Theatre in Education from the University of Wisconsin - Madison, an M.F.A. in Creative Drama/Children's Theatre from the University of Texas, and a B.A. in Theatre from Case Western Reserve University.

***Todd Blandin*** is a career marketing and public relations professional. He worked in non-profit, agency, and government environments before joining with his wife to launch B<sup>2</sup> Consulting, LLC. Now he provides an array of marketing and management consulting to primarily non-profit clients, particularly in the arts and education industries. Blandin majored in marketing and holds a Bachelor's degree in Business Administration.

Kathy and her husband Todd relocated to Northeast Georgia about 20 years before they thought it would be possible and are loving life in the mountains. When not out hiking and paddling they are spoiling their three canine and two feline children.

## ***Personal testimony by Joy:***

Earlier this year I had the opportunity to attend this workshop. The whole experience was uplifting, inspirational and informative. I quickly realized that this would be of value to not only those who are pursuing the sale of their art but to each Guild member or anyone attending. This workshop will teach each of us how to promote the Guild or other organization as well as ourselves. This information is a valuable marketing resource for art but also in our own personal lives. Due to the upbeat presentation and genuine sincerity of the Blandins, I believe you will come away feeling refreshed and encouraged. Something I think we can all use in these times.

So please join us by reserving your spot with the enclosed registration and a check or cash for \$20 if you are a member of AGAG or Southern Flames, and \$25 if you are not a member of either of these. Joy Hafner will be collecting the registration forms.

# Registration for “Marketing Your Arts” workshop by Todd and Kathy Blandin

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September 20<sup>th</sup>, 2009 , 1-4 pm (immediately prior to AGAG Sept. meeting)  
Rm 4 Spruill Educ. Center, 5339 Chamblee Dunwoody Rd., Atlanta, GA 30338

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Please check one :

- AGAG Member \$20
- Southern Flames member \$20
- Non member \$25

Payment is necessary to reserve your place. There will be a late fee for anyone signing up after August 31<sup>st</sup>. No refunds will be considered after September 10<sup>th</sup> unless a replacement is found.

Please make your check payable to AGAG and send it with this Registration to Joy Hafner at:

Joy Hafner  
275 Crosstree Lane  
Sandy Springs, Ga. 30328  
(404) 257-9428