

For more information, suggestions and questions,
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Arts Leadership Education History

Serving Arts Entrepreneurs and Creative Businesses

2020 Zoom Workshops

- **September/October - coming soon - subscribe to our [ArtBeat Newsletter](#) to stay up to date with new offerings!**
- August - YouTube 101 for your Arts Business
- June - How to Access Funds and Community Resources
- May - How Covid is affecting return to cultural institutions
- April - Development 101: Grantwriting

2020 Arts Business Academy

- Defining your Goal - Developing Your Arts Business Brand
- Before You Market, Protect your Creative Expression
- Pricing & Budgeting for Your ArtWork & Business
- Award Opportunities (and Grants) for Individual Artists
- Social Media, Email Marketing & Media Releases
- Approaching, Marketing, Developing & Maintaining Customer Relationships

2019 Arts Resource Centers Sessions

- Tax Tips for Creatives

2019 Arts Leadership Forums

- Stop Leaving Sponsorship Money on the Table - Karen Eber Davis
- Relaxation for the Active Mind: Movement, the Arts and Mindfulness - Danielle DeCosmo
- Marketing/Self Promotion - Steven Kenny
- "Shedding Skin" Growth & the Power of Transformation - Bekky Buekes

2019 Arts Business Academy**

- Defining Your Goal - Developing Your Brand
- Raising Funds - Grant Writing 101
- Social Media & Marketing
- Financial Tips Including Pricing Your Art
- Protect Your Creative Expression Legal & Business Basics
- Advertising, Sales, Marketing, Media, Publicity & Promotion

2018 Arts Business Academy*

- Defining Your Goal - Developing Your Brand
- Raising Funds - Grant Writing 101
- Social Media & Marketing
- Financial Tips for Your Small Business
- Protect your Intellectual Property
- Advertising, Sales, Marketing, Media

2018 - Creative Business Sessions

- Marketing & PR
- Tax tips for Creatives
- Grant Writing
- Computer Safety & Security

2017 Arts Business Academy*

- Defining your Goal
- Developing your Brand
- Social Media & Marketing
- Media & Promotion, Pricing & Sales
- Legal, Business & Banking Basics

2017 - Creative Business Sessions

- Marketing Tools for Creatives
- Tax Tips for Creatives
- Pricing & Presenting Your Works

2016 Arts Business Academy*

- Defining your Goal
- Developing your Brand
- Social Media & Marketing
- Media & Promotion, Pricing & Sales
- Legal, Business & Banking Basics
- St. Petersburg Overview - City Support Services

2016 - Creative Business Sessions

- Tax Tips for Creatives
- Marketing & Branding
- Intellectual Property - Protect Yourself & Your Work
- Grant Research, Networking & Writing
- Board Management Basics
- Volunteer Management
- Pricing and Presenting Your Works
- James Museum of Western Art - Public Preview

2015 - Creative Business Sessions

- Top Issues Non-Profits need to Avoid
- Taxes
- Social Media
- Protect your Creative Business
- Non-profit Incorporation

*Certificate of Completion by USF St. Petersburg College of Business

**Certificate of Completion by St. Petersburg College - Workforce Development