

Spring Arts Marketing Conference 2013
Presented by the Vermont Crafts Council
Thursday, April 25, 8 – 4 PM
White River Craft Center, 50 Randolph Ave, Randolph VT

OVERCOME CHALLENGES WITH INNOVATION
(and with technology)

Enhance your promotion with new trends in technology to better connect with your customers! Hear members of our keynote panel tell their personal stories of transformation and innovation in face of challenges to their business. Learn about the WRCC and visit the nearby studios of Phil Godenschwager, and Becca Van Fleet Webb, whose studios will be open to conferees for a visit.

8:00 – 9:00 Registration

9:00 – 10:15 Vermont Crafts Council Annual Meeting – Open to All.
Board members will announce the Council's projects for 2013 and review the projects of 2012. Join us as we bid farewell to our president and departing board member, Ruby Leslie and welcome new board members.

10:30 - 12:00 CHALLENGE AND INNOVATION PANEL:

Rob Hunter, Gallery Director of Frog Hollow, a Vermont State Craft Center, Burlington

Reed Prescott, Owner of Prescott Galleries at Verde Mountain, Bristol

Kevin Harty, Director at White River Craft Center, Randolph

Sarah Mutrux, Director and founder of The Art House Gallery and School on Craftsbury Common.

Ellen Thompson, Owner Grand Isle Art Works and Yellow Dog Farm, South Hero

12:00 - 1:00 Delicious Lunch with vegan and vegetarian options

AFTERNOON SEMINARS AND COOL INNOVATIONS:

We are practicing innovation with a departure from our usual format and conference site. The afternoon will be arranged so that the two main seminars will be offered twice. Opposite these seminars will be a choice of mini presentations of about 25 minutes each (see below).

NEW!! Both the following Seminars are offered at 1:00 – 2:30 and at 2:45 - 4:00

A. ISN'T THAT PINTERESTING? with Elissa Campbell

Visual marketing is a rapidly growing trend in social media and this is great news for artists. You can benefit from using Pinterest as a member of an industry where photo assets are indispensable for marketing. There's more to Pinterest than just using it as a digital portfolio of your work – and it's much more than beautiful homes and creative manicures. In this workshop, you'll learn new ways to use this tool for product development, marketing your artwork, and building your brand.

B. MOBILE MEDIA MANIA by Lucie deLaBruere - Leveraging Mobile Tools for capturing photos, audio, and video. Whether you are at a music festival, a craft fair, or an art show, mobile devices are rapidly becoming part of the landscapes. In this session you will learn how makers can use their mobile device to capture photos, videos, and sounds and how to mix and publish this media in ways that extends your audiences experience with your craft. If you have a a laptop and/or mobile device (smartphone, iPad), please bring it to this session. Make sure you know your username and password (i.e. itunes password) to your device so you can download some free or

inexpensive apps. If you don't have a device, come and learn collaboratively with your fellow artists.

C. Mini-Courses:

Presenters will meet with very small groups of 3-5 people for 25 minute sessions to answer questions and explore specific topics. Session sign up sheets will determine who goes where, when.

NEW!! All the following mini-courses are offered at 1:00 – 2:30 and at 2:45 - 4:00.

Jennifer Boyer - Website Critique - Jennifer will review your website and offer positive suggestions for improvement. *Jennifer is the owner of Thistle Hill Pottery, a founder of Artisans Hand Gallery, and has been designing websites for the last 8 years. <http://jboyerdesign.com/>*

Catherine Wood Brooks - Promotion from Vermont Department of Tourism and Marketing - Catherine will also take you through the steps of registering your event or business on vermontvacation.com. *Catherine is the Cultural Heritage Coordinator for the Vermont Department of Tourism and Marketing.*

Martha Fitch - Using MailChimp for your mailing (emailing) list - Martha will introduce MailChimp and discuss how to get started using this service to contact customers. *Martha is the director of the Vermont Crafts Council, a licensed elementary art teacher, and a past artist owner of Talbot Silks.*

Sonia Rae - How the Vermont Arts Council Supports You - Sonia will describe the specific ways that the Vermont Arts Council can help you with your visual arts business. *Sonia is the Artist & Community Services Manager for the Vermont Arts Council and a visual artist working with metals.*

Our Seminar Presenters:

Lucie deLaBruere has 30 years of experience in educational technology ranging from podcasting with kindergarten students to teaching graduate level classes on Emerging Technology. She has been on a life-long quest on how to use technology to infuse Creativity and Innovation into the daily lives of her students. She is a Google Certified Teacher, Google Apps Certified Trainer, and is a regular presenter at regional and national conferences.

Elissa Campbell

Elissa Campbell has been working as an arts and technology consultant for the past 4 years under the business name of Blue Roof Consulting and as a professional bookbinder for the last 13 years under the business name of Blue Roof Designs. Elissa is currently serving on the boards of the Vermont Crafts Council and the Book Arts Guild of Vermont. As a self-professed computer geek, she has a strong interest in helping artists to embrace technology to further their businesses. And she's also a confessed Pinterest addict.

About the Site:

The White River Craft Center is located in Kimball House at 50 Randolph Ave, in Randolph. WRCC has been in operation since 1998 in a series of old factory buildings along the railroad on Weston Street in Randolph. Since then, the Kimball House has been restored and created other studio spaces for workshops. Although the venue has expanded, the original philosophy of self-help

through directed hands-on involvement remains. The center offers classes in weaving, stained glass, woodworking, painting and photography. Map: <http://goo.gl/maps/UmM4>