

# Spring Arts Marketing Conference 2016

Presented by the Vermont Crafts Council

Thursday, April 28, 8:00 a.m. - 4:00 p.m.

White River Craft Center, 50 Randolph Ave, Randolph VT

## ***CAN I MAKE MONEY WITH AN ETSY SHOP?***

**And other questions about promoting your work**

Many successful artists credit a thoughtful mix of ways to sell their work. Wholesale, once the staple of a stable year's income and production, is now fading. Consignment galleries, direct retail, sales from the studio, trunk shows, and online sales are rising as viable replacements. In light of these trends, our keynote speaker is Laura Hale and her topic is *Selling on Etsy*.

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### **SCHEDULE:**

**8:00 a.m. - 9:00 a.m. REGISTRATION**

**9:00 a.m. - 10:00 a.m. VERMONT CRAFTS COUNCIL ANNUAL MEETING - OPEN TO ALL** (optional)

Board members will report on the Council's projects for 2016 and review the projects of 2015. Join us as we bid farewell to departing board members David Stone and Judith Reilly.

**10:30 a.m. - 12:00 p.m. LAURA HALE: EVERYTHING YOU NEED TO KNOW ABOUT ETSY**

Etsy seller and arts business consultant Laura Hale will guide you through the basics of selling your work online, including how to best present your work with photos and descriptions, how to promote and advertise using social media, best practices for customer service, and pricing your work with both online and brick and mortar sales in mind. She will also explain how the major handmade online marketplace Etsy works, what makes shop listings stand out and get found in their search engine, how to use trends to your advantage, and how to get the most out of site traffic statistics.

**12:00 p.m. - 1:00 p.m. DELICIOUS THAI LUNCH:** Pad Mee Isan w/tofu, Pad Pak, Massaman Curry w/chicken and peanuts, Jasmine Rice, Thai Salad with peanut/ginger dressing.

**AFTERNOON SEMINARS:** Mini lessons with 1/2 hour presentation and 1/2 hour questions/follow-up

**1:00 p.m. - 1:55 p.m. MINI LESSONS: SESSION 1**

- *Email Marketing for Artists* (focus on MailChimp): Martha Fitch
- *How to Market Your Work on Instagram:* Jessica Putnam-Phillips
- *Easy Peasy Image Editing for Print and Web* (focus on Picasa): Elissa Campbell
- *Advanced Etsy Techniques:* Laura Hale

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**2:00 p.m. - 2:55 p.m. MINI LESSONS: SESSION 2**

- *Email Marketing for Artists* (focus on MailChimp): Martha Fitch
- *How to Market Your Work on Instagram*: Jessica Putnam-Phillips
- *Sharing your Creative Journey through Blogging*: Elissa Campbell
- *Advanced Etsy Techniques*: Laura Hale

**3:00 p.m. - 4:00 p.m. OPEN STUDIO WEEKEND SEMINAR** with Martha Fitch & Greg Drew  
Those registered for Open Studio Weekend have the option of attending only the Open Studio Seminar section of the conference at no charge/or may stop in only to pick up their materials.

- Placement of maps, posters and signs
- Setting up the studio for visitors
- Safety
- Promotion for the last month

**3:00 p.m. - 4:00 p.m. RESOURCE TABLE/COFFEE HOUR/NETWORKING**

- Attendees are invited to network with each other and those that provide services to visual artists. More details to come.

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**PRESENTERS:**

**LAURA HALE:** Laura Hale has been a working artist in Burlington for nine years and has been teaching business workshops for artists, artisans, and crafters for the last four. She has worked with clients across New England and has helped them evaluate and improve their practices. She has created and taught workshops for the Old North End Arts & Business Network, Vintage Inspired, the ONE Arts Collective, and for private groups in Waterbury, Brattleboro, and in western Massachusetts. She is a teaching artist at Burlington City Arts and leads professional development workshops for artists as well as longer art classes for the general public.

**ELISSA CAMPBELL:** Elissa Campbell has been working as an arts and technology consultant for the past 6.5 years under the business name of Blue Roof Consulting and as a professional bookbinder for the last 15 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.

**MARTHA FITCH:** Martha is the director/administrator of the Vermont Crafts Council, a licensed elementary art teacher, and a past artist owner of Talbot Silks.

**JESSICA PUTNAM-PHILLIPS:** Jessica Putnam-Phillips is a ceramic artist and owner of Battenkill Pottery in Arlington, Vermont. Jessica has been currently exploring her "Service Women" series of ceramic platters and plates that depict female service women in combat juxtaposed with traditional tableware motifs and decoration. Jessica serves on the board of the Vermont Crafts Council.

Vermont Crafts Council's SPRING ARTS MARKETING CONFERENCE

Thursday - April 28, 9 - 4

White River Craft Center - Randolph VT

Registration Fee includes a delicious Thai lunch and morning coffee and muffins.

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

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

Address: \_\_\_\_\_ Town \_\_\_\_\_ Zip \_\_\_\_\_

Website: \_\_\_\_\_

\_\_\_\_\_ VCC Members, **\$65** \_\_\_\_\_ Non-Members, **\$85** \_\_\_\_\_ Number Attending

\_\_\_\_\_ I want to become a member of the Vermont Crafts Council and attend the conference.  
**\$65 conference fee + \$60 member fee = \$125.**

Payment Method: \_\_\_ Check: \_\_\_ Credit Card: Visa/MasterCard

MC/Visa Card #: \_\_\_\_\_ Exp. Date: \_\_\_/\_\_\_

Sec code: \_\_\_\_\_

Address Associated with this card if **NOT** above:

\_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Registration Form - Please Return to **PO Box 938, Montpelier VT 05601**