

# Creative Capital

## PROFESSIONAL DEVELOPMENT PROGRAM

### SAMPLE AGENDA

#### Friday

5:30 – 6:00 pm	<i>Arrival and greetings</i>
6:00 – 6:15 pm	WELCOME and INTRODUCTION TO WEEKEND
6:15 – 6:50 pm	PARTICIPANT PRESENTATIONS (8 presentations, 3 min. each)
6:50 – 7:05 pm	<i>Break</i>
7:05 – 7:35 pm	PARTICIPANT PRESENTATIONS (8 presentations, 3 min. each)
7:35 – 7:50 pm	<i>Break</i>
7:50 – 8:20 pm	PARTICIPANT PRESENTATIONS (8 presentations, 3 min. each)
8:20 – 8:30 pm	END OF DAY ANNOUNCEMENTS

#### Saturday

8:30 – 9:00 am	<i>Breakfast and greetings</i>
9:00 – 9:15 am	WORKSHOP OVERVIEW
9:15 – 10:10 am	STRATEGIC PLANNING
10:10 – 10:25 am	<i>Break</i>
10:25 – 11:05 am	BUSINESS PLAN FUNDAMENTALS
11:05 – 11:20 am	<i>Break</i>
11:20 am– 12:25 pm	PROMOTING YOUR WORK
12:25 – 1:15 pm	<i>Lunch</i>
1:15 – 2:35 pm	FUNDING YOUR WORK
2:35 – 2:45 pm	<i>Break</i>
2:45 – 3:35 pm	SPECIAL TOPIC SESSIONS #1 ROUND I
	<i>All participants will rotate through each of the following sessions:</i>
	Web, Blog and Email Essentials
	Communications
3:35 – 3:45 pm	<i>Break/Rotate groups</i>

3:45 – 4:35 pm SPECIAL TOPIC SESSIONS #1 ROUND II  
4:35 – 4:45 pm *Break*  
4:45 – 5:00 pm END OF DAY ANNOUNCEMENTS (sign up for consultations)

**Sunday**

8:30 – 9:00 am *Breakfast and greetings*  
9:00 – 9:15 am OVERVIEW OF DAY  
9:15 – 10:00 am EXPANDING YOUR AUDIENCE THROUGH TARGETED MARKETING  
10:00 – 10:10 am *Break*  
10:10 – 11:10 am WRITING AND TALKING  
11:10 – 11:25 am *Break*  
11:25 am – 12:10 pm SPECIAL TOPIC SESSIONS #2 ROUND I

*All participants will rotate through each of the following sessions:*

Art Business Management

Budgeting & Financial Planning

12:10 – 1:00 pm *Lunch*

1:00 – 1:45 pm SPECIAL TOPIC SESSIONS #2 ROUND II

1:45 – 2:00 pm *Break*

2:00 – 2:10 pm OVERVIEW OF WORKSHOP EVALUATION AND GOALS

2:10 – 4:20 pm INDIVIDUAL CONSULTATIONS:

*each participant gets one twenty-minute one-on-one consultation*

WORKSHOP GOALS (participants work on between their individual consultations)

4:20 – 4:30 pm *Break*

4:30 – 5:00 pm WRAP-UP/GOODBYES