



Artists Professional Development Workshops

Woodstock Artists Association & Museum

28 Tinker St., Woodstock, NY, 12498

Workshop Dates: Thursdays, July 2, 9, 16, and 23, 2009, from 6:30 - 9:30

Deadline for registration and fees: Friday, June 26

**Registration Fees: \$40 each (members of WAAM) or \$125 for 4 sessions
\$60 each (non-members of WAAM) or \$175 for 4 sessions**

The series can accept up to 40 participants per session

**To register, visit our website www.woodstockart.org
or call 845-679-2940 x 101**

Presenters: Karen St. Pierre & Pat Horner

July 2: First Steps: Gathering Your Assets, Shaping Your Marketing Campaign

In this session, participants will be provided guidelines on how to photograph their artwork, how to prepare a professional resume, craft an artist statement and outline successful marketing goals.

July 9: Print (yes, it's still alive!) for Marketing and Selling Your Art

A look at the complete print marketing picture from business cards to billboards. How to write a press release and introductory letter. How and where to publish (magazines, newspapers, visitor guides, articles, reviews and brochures).

July 16: How to Work the Web

Learn how to navigate the latest new opportunities online to promote, show and sell your work with the goal of utilizing your artwork to creating a strong visual presence and personal identity.

July 23: Individual Coaching

Participants will have an opportunity to meet one on one with the coaches for 15 minutes to individualize their marketing endeavors.

A Workbook & Professional Development Online Network will be included in this series.

For more information go to: WoodstockWorkshops.com or call Pat at 845-679-5495

Program Presenters:

Karen St. Pierre served as Executive Director of the Omega Institute for Holistic Studies and Senior Project Manager for the Grammy Awards. She currently runs her own successful corporation specializing in event and media production, including art programs and exhibitions for national and international clients. Karen is also an artist who has recently held her first solo exhibition in Tokyo, Japan.

Pat Horner is a professional artist with 30 years of experience in the arts, publishing, exhibiting, teaching and coaching in the U.S. and Europe. She taught a "Presentation & Marketing" workshop and coached artists for several years and now focuses on her art and serving on the Exhibition Committee and the Board of Directors at the WAAM.