



Discover Emerging Artists in
Downtown Bracebridge

WORKSHOP SCHEDULE

Visual Arts

Workshops are considered mandatory for both visual and performing artists.

ART SHOW PREPARATION

Organizers of Art in the Heart have prepared a full day workshop to ensure that you make the most of your participation.

The workshop will be held on **Friday, May 22** or **Saturday, May 30**. Please register for whichever day best suits your schedule. Workshops will run from 9:00 am until 4:30 pm and will be conducted at the Chapel Gallery located at 15 King Street.

A light lunch will be provided.

VISUAL ARTS WORKSHOP TOPICS

Basic Business Startup: includes information on government regulations and registrations, and vision statements.

Retailing: covers cash handling, merchant accounts, database development, taxes, record keeping, pricing formulas, policies and wholesale.

Visual Merchandising: learn what is involved in making a sale, setup, props, etc.

Booth Design: gets into specifics about how to layout your space. Also covers marketing topics like branding, networking, business cards/brochures, as well as free marketing.

Handling the Media: learn how to make the most of media attention.

Craft Shows & Galleries: learn how to apply, what to know about juried shows, tips, finding shows, packing, planning, Contracts & Agreements, consignment etc.

REGISTER

To register, contact Deena Brock at the Muskoka Small Business Centre at 705-646-9021 or by dropping into 35A Manitoba Street or by email at info@muskokaenterprise.com

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