



Artistic Professional Development Series 2010

Centre for Creative Practices

February 2010

Introduction

The Artistic Professional Development Series

The series has been designed to help professional and amateur artists to complement their artistic skills with the knowledge necessary to run a successful artistic practice.

The seminars can be attended separately and can be booked at the early bird price if enrolled one week before the seminar.

We have a special offer of €400 instead of €520 for participants who enrol for the whole series.

Timetable

Artistic Professional Development Series 2010 Workshops / Seminars

Title	Date	Day	Times	Duration	Fee	Tutor
Marketing for Artists	13 & 14.02.10	Sat & Sun	11am - 4pm	2 days	€150	Padraig McCaul
Copyright & Alternative forms of dispute resolution	20.02.10	Sat	11am - 4pm	1 day	€75	Samantha Holman & Dominique Cleary
Contracts & Consignments	21.02.10	Sun	11am - 4pm	1 day	€75	Karen Hennessy
Forms of Doing Business and Taxes for Artists and Creative Professionals	27.02.10	Sat	11am - 4pm	1 day	€75	Gabby Smyth
Online Marketing for Artists	28.02.10	Sun	11am - 4pm	1 day	€75	Google adwords & Facebook

Seminar Details

Marketing for Artists

In an ideal world all artists would have a personal business manager who would plan and manage their career, find representation with top national and international galleries, build their client base, establish contacts with important collectors, seek out funding opportunities, maintain and update their website, follow up all new contacts.....the list goes on.

The reality unfortunately is that as artists we need to be able to do all these things, and more, ourselves! As an artist there will always be an end product to your work. Like any other product it needs to find a market, and is therefore subject to the same rules of marketing and the market place as any other product.

This two day seminar “Marketing for Artists” takes a detailed look at the Irish art market and marketplace, and by drawing on personal experience illustrates how it is possible to create a successful full-time career and business as a visual artist. By treating the Artist’s Practice as any other business it demonstrates how simple marketing and business principles can be applied to help plan and achieve your goals.

The course aims to fill the gap between the professional development training provided by the local Arts offices and the functional training provided by the enterprise boards and specifically targets visual artists that are looking for guidance, direction and advice in developing a sustainable and viable business as an artist. What sets this workshop apart from any others is that it is delivered by an Artist for other Artists, drawing on his own experience in developing a successful and viable career as a full time painter.

Padriag McCaul

Padraig McCaul is a full time practising artist, exhibiting with galleries nationwide and internationally as well as actively promoting and selling his work online and through national Art Fairs. He has over 20 years of management and practical experience in the creative arts, including the areas of Visual Arts, Music, Game Development and Educational Learning Software development.

Copyrights and Alternative Dispute Resolution

Workshop for Artists and Creative Professionals

This interactive workshop will focus on copyrights, providing practical information on various legal topics related to the protection of artwork and creative service work products. A registered copyright provides protection of ownership and strengthens your rights against infringers. Understand and explore the simple procedure for registering a copyright and your rights under the law. Special situations will be discussed, such as images of one artist being included in the work of another, works for hire, licensing, copyright infringement and “fair use.” All artists and creative professionals are encouraged to attend: painters, sculptors, photographers, print makers, designers, cartoonists, animators, craftspeople, writers, publishers, and others. No prerequisite.

All participants of this seminar will get a 20% discount for the following seminar on Contracts and Consignments for Artists and Creative Professionals.

In the second part participants will examine how to resolve disputes without going to court. The creative advantages of mediation, arbitration, and small claims will be discussed.

Samantha Holman

Samantha Holman has been CEO of the Irish Copyright Licensing Agency (ICLA) since 2001. ICLA represents authors' and publishers' rights particularly in relation to reprography. She is also on two national voluntary boards, the Copyright Association of Ireland and the Irish Visual Artists' Rights Organisation (of which she is a founder member). In addition, she is the national representative to the Executive Committee of ALAI (Association Littéraire et Artistique Internationale).

Dominique Cleary

Dominique Cleary practises as a mediator and is accredited by the Centre for Effective Dispute Resolution (CEDR), London. She has completed Advanced Mediator Training given by Mediation and Training Alternatives (MATA), London. She has participated in mediations in professional negligence, shareholder oppression, business partnerships, religious and educational institutions, claims in tort and abuse and contracts.

She has organised and addressed seminars in her capacity as panel member of ONE~resolve. She has contributed at seminars run by Public Affairs Ireland aimed at the public service in relation to Alternative Dispute Resolution and Bullying and Harassment in the Workplace.

Dominique previously worked as a solicitor with Bank of Ireland Group. Her experience in litigation includes the management and resolution of commercial/consumer disputes and the negotiation of settlements. She has experience in intellectual property and has provided advisory services to business and marketing units. She has also had extensive dealings with regulatory bodies, public inquiries and tribunals. She is a graduate of Trinity College, Dublin and has an M.Litt. in contract law. She is a member of the Law Society of Ireland and was admitted as a solicitor in 1996.

Contracts and Consignments for Artists and Creative Professionals

Many creative service providers get into legal trouble due to working with clients without proper contracts. Minimizing your legal risk and customer conflicts is easier once you understand the basic terms found in these types of contracts.

Explore the principles of a binding contract and some of the specific terms an artist's contract should include. During this interactive workshop we will focus on consignment agreements, commissioned artworks, oral contracts, the collaboration agreements, licensing and sales agreements, creative services agreements, commission deals, and agent representation agreements.

This workshop will focus on both understanding contracts that you are presented by others as well as creating your own agreements. No prerequisite.

All participants of this seminar will get a 20% discount for the seminar on Copyrights for Artists and Creative Professionals.

Karen Hennessy

Karen Hennessey is head of Marketing and Communications at the Contemporary Music Centre in Dublin.

Forms of Doing Business and Taxes for Artists and Creative Professionals

The first part of this workshop will investigate the different ways to set up an art business (sole trader, partnership, limited company, etc.) and the advantages and disadvantages of each. Artists face some unique tax situations. Through the use of clear examples, students will explore income tax reporting, deciding if it is a hobby or a business; determining employee or independent contractor status; business, expenses, depreciation and other deductions. In addition, participants will investigate which tax forms to use and how to report their income and deductions.

Gaby Smyth

Gaby Smyth is a partner of Gaby Smyth & Co., Chartered Accountants, a firm practising in Ballsbridge, and specialising in accounting and tax for the music, film, theatre and visual arts. The firm advises over two hundred clients, and has developed a strong working relationship with both industry and public bodies in promoting the arts. Gaby is Finance Director for the U2 Group of companies.

Online Marketing for artists

A one day workshop aimed at artists and online marketing. Speakers will include representatives from Google and Facebook.

52% of Europeans use internet nowadays. Online presence is indisputably the best way of making your artwork accessible for all of them.

This course in Online Marketing is designed to show you tools available for you to reach the public who would be interested in your work. After the course you will know how to create an efficient advertising campaign with Google AdWords and reach your potential clients independently of time and place, as well as how to reach out to a new audiences using Facebook.

Magdalena Wasilewska

Magdalena works for Google Adwords as an AdWords Strategist, Relationship Manager.

Booking Information

The Series of Artistic Professional Development has been designed to help professional and amateur artists to complement their artistic skills with the practical knowledge necessary to run a successful artistic practice.

The seminars can be attended separately and can be booked at the early bird price of €65 if enrolled one week before the seminar (www.cfcp.ie/courses.htm)

We have a special offer of €400 instead of €520 for participants who enrol for the whole series.

All seminars will take place at the Centre for Creative Practices, 15 Pembroke Street Lower, Dublin 2 and will finish with an artistic event – a screening, reading, concert, performance or an exhibition and definitely with a glass of wine or a smoothie if they are not for adults.

For more details contact:

Monika Sapielak or Ian Oliver
Centre for Creative Practices
15 Pembroke Street Lower
Dublin 2

Web: www.cfcp.ie
email: info@cfcp.ie
phone: 086-6084020

Centre for Creative Practices

Artistic Development

Workshops / Seminars / Courses / Events

February - June 2010

- **Artistic Professional Development for artists and Creative Practitioners** (seminar topics: Marketing, Copyrights, Contracts and Consignments, Forms of Doing Business and Taxes and Online Marketing)
- **Digital Arts and Photography** (courses in: Colour Theory, Image Composing, Studio Setting & Lightings, Portfolio Preparation, Editorial Photography, Photo Editing, Intro to Digital Art and Animation)
- **Visual Arts and Craftwork** (workshops in: a unique in Ireland Puppetry and Marionettes Workshop; Craftwork courses in: Handcrafted Personalised Gift Stationary; Artist Book / Notebook Making, Design of your own wedding stationary)
- **Music and Performing Arts** (courses in: Jazz & Blues Guitar – improvisation for advanced practitioners; Creativity & Communication Skills combining performance & NLP; Youth Theatre workshop, Words and Music workshops combining improvisation, performance and creative writing)
- **Writing and Publishing** (courses in: Editing Your Manuscript; Critical Exchange for writers and creative artists working on a project; Broadcast Journalism; Graphic Novel; Manuscript Assessment; Travel Writing and Journalism)

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