The Artist as an Entrepreneur INSTITUTE

Spring "Boot-Camp" Course:
Friday and Saturday, April 15-16, 2005
9 a.m.-5 p.m. at CSU University Center
Room 364
2121 Euclid Blvd.

Networking Reception
Friday, April 15 5:30—7:30 p.m. CSU Gallery
2307 Chester Avenue

Presented By:

COMMUNITY PARTNERSHIP FOR ARTS AND CULTURE

COSE BUSINESS PLAN CHALLENGE 2005

With Support From:

Dominion

CLEVELAND STATE UNIVERSITY 1964

The Artist as an Entrepreneur Institute is a two-day intensive course designed to assist artists with basic business fundamentals. Each session has been carefully designed to provide artists with the basic information they need to begin the process of building successful businesses.

Including Topics such as:

Session One:
Becoming an *Artreprenuer*

Session Three:
Developing Your Brand

Session Four:
Understanding Your Consumers

Session Six:
Pricing

Session Eight:
Raising Capital

Session Nine:
Accounting and Bookkeeping

Session Ten:
Protecting Your Rights

Session Eleven:
Writing a Business Plan

Session Thirteen:
"Success Stories"

Course Objectives

At the conclusion of this course, artists should:

- Understand how to utilize marketing techniques to connect with their target market

- Understand the value of business planning

- Have the tools to write a good business plan

- Understand how to protect themselves through legal processes such as contracts, copyrights, trademarks and patents

- Understand the basics of bookkeeping and taxes

Questions?:
For more information or to receive the complete course outline, call 216-575-0331 or email cpac2001@aol.com.

Artist as an Entrepreneur Institute: Spring 2005

To register, detach and complete this registration form and mail it with a check or money order for $120 (covers course workbook, refreshments, lunch both days, and networking reception) payable to:

Community Partnership for Arts and Culture, 50 Public Square, Tower City Center, Suite 555, Cleveland, OH 44113

Name _____

Address _____

City _____

State _____ Zip _____

Daytime Telephone_____

Email_____

Fax_____