

SATURDAY

TENTATIVE AS 1/24/19
This schedule is subject to change
February 23rd, 2019



Registration Check-In / Exhibits Open	Saturday 9 AM
Registration and exhibits officially open <i>*Exhibits will be open during the event. However, many of the exhibitors are presenters so we have also included additional time in the schedule between sessions to allow you to explore the various tables. Exhibits are located in the Bullpen.</i>	Hangar
Opening Session	Saturday 10 AM
Welcome from SEA and Opening Remarks from The Coleman Foundation President, Michael Hennessy Keynote: Juan de Lascurain - <i>Inspiring people to follow their dreams!</i> Keynotes: Joshua and Hannah Welton	Hangar
Session 1	Saturday 11:30 AM – 12:30 PM
Meet & Greet with the Keynotes	Hangar Lobby
Join keynotes Juan, Joshua, and Hannah as they will be available to answer your questions.	
Making a Living as a Visual Artist	Hangar
Join visual art professionals as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, and gaining exposure for your work. <i>Panelists: Lynn Basa, Eric Elliott, Denise Laurin-Donatelle, Lidia Varesco Racoma, and Kimberly Witte</i> <i>Moderator: Jeffrey Ross, Ross Creative Works</i>	
Gallery Installation	Mainstage
This space will be closed to allow for the installation of the Juried College Art Competition pieces. The gallery will open for the next session and be open through lunch on Sunday. The gallery is sponsored by Millikin University.	
Exhibits / Networking	Bullpen
Making a Living in the Performing Arts (Theatre / Dance Focus)	Dance Studio
Join performing art professionals as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, handling rejection, auditioning, and more. <i>Panelists: Joe Bianco, Connie de Veer, Ross Egan, Doricha Sales, and Sarafina Vecchio</i> <i>Moderator: Stacey Earnest, Ace Metal Refinishers</i>	
Making a Living in the Digital and Media Arts	Screening Room
Join creative professionals from television, film, and various areas of the digital arts as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, staying up on technology, standing out in the crowd, and more. <i>Panelists: Daniel Arthur, John Klein, Jim Plaxco, Catherine Ross, and Brandy Sales</i> <i>Moderator: Katie Sowa, Future Founders</i>	
Faculty & Sponsor Meet & Greet	ICON A Suite
Making a Living in Music	ICON B
Join creative professionals from the various music fields as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, creating your voice, staying up on the industry, and more. <i>Panelists: Sean Flanigan, Matt Hennessy, Jim Jozwiak, Leah Jozwiak, Greta Pope, and Mike Veny</i> <i>Moderator: Mike Veny, Leading Mental Health Speaker & Corporate Drumming Event Facilitator</i>	

Making a Living in the Literary Arts

Lounge

Join authors and others from the publishing world as they discuss their careers. They will provide tips and strategies for getting started, overcoming challenges, publishing, manuscript submissions, handling rejection, and more.

Panelists: Kim Bookless, Duane Cerny, Toni Greathouse, Mike Grosso, Leanna Johnson, Apryl Z. Schlueter

Moderator: Steve Rogers, The Page Writer | Steve Rogers Outdoors

Session 2 – Working Lunch*

Saturday 12:45 – 1:45 PM

***Please Grab a box lunch from one of the following lunch stations and head to your desired location. Food locations: Hangar Lobby, Bullpen, Screening Room, ICON A, and Dance Studio.**

Creative Career Exploration

Hangar

This workshop is geared towards those that know they want to do something with their creative talents but aren't sure exactly what that is. The workshop will start with a panel discussion about creative careers. The panel will be made up of art professionals from a variety of backgrounds. We will then break into smaller groups by interest and brainstorm all the different career paths within that art field as well as look at what we can do now to start investigating and pursuing those paths in more depth now.

Panelists / Small Group Leaders: Catherine Borzym, Ross Egan, Mike Grosso, Don Howze, Greta Pope, Lauren Ramsey, Apryl Schlueter

Moderator: John McDavitt, McDavitt Design

What Do I Do Now: Life After Art School

Mainstage

This session will explore all of the intricacies that a newly graduated artist needs to know about the art world and how to prepare themselves for the realities of life after art school. I will be sharing the tools for success and secrets of the trade that I wish I had been given when I graduated. This talk is based on my senior seminar class on professional development for studio art majors that I teach at Colorado Mesa University.

Session Leader: Eric Elliott, Colorado Mesa University

Roundtables

Bullpen

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

Public Art with Lynn Basa

Lynn will discuss the challenges and best practices of applying for and creating public art.

Portfolios for Animators and Game Designers with Daniel Arthur

How will your work fit into your portfolio? We'll take a look at the difference between career fields and how that correlates to your portfolio.

How to Create an Engaged Following with Kimberly Witte

Having followers on social media is great but how do you generate engagement? Join Kimberly Witte as she shares her strategies and techniques.

Productizing Your Talent with Julia Griffey

How can you build revenue beyond the service you provide. We'll discuss a number of ways creative people can set up multiple streams of income.

12 Ways to Make a List of 10 Things that 3 People May Read and One Person Might "Like"...(But Probably Not Your Mother)

Do you think you've a great idea for a book? Does the world truly need your opus? If not, perhaps you should save yourself considerable time, money, anguish, and a couple of innocent trees. However: If your book is the artfulness of you and your life-- an extension of your creative self that cannot be deterred, then we should chat. Tell me why the future needs you... and your book! --An informative, no-nonsense dialogue with Amazon bestselling author, antique dealer, and acerbic media personality, Duane Scott Cerny.

Getting Started as a Creative Entrepreneur

Dance Studio

Before jumping in with both feet, it is important to make sure you have a basic understanding of what you are getting into. This session will touch on what you need to do to get your creative business off the ground. We'll discuss different types of entities, legal responsibilities, acquiring your first paying customers, what to do with the cash (and bills) coming in, and how to successfully keep things moving forward.

Panelists: Connie de Veer, Toni Greathouse, Jeffrey Ross, Brandy Sales, Mike Veny, and Clarence Welton

Moderator: Brian Hanlon, North Central College

LLC Assistance: Drop-In

Conference Room 1

Interested in getting your LLC? Stop by this room to ask questions or get the process started. This is not a session but rather open office hours that you can drop in anytime during this time slot.

Mentor: Bea Rodriguez, ConVerge

Pitch Workshop for Instructors

Boardroom

This workshop is geared for instructors and will focus on how to better coach and prep your students to pitch. We will also provide insight into what investors and judges are looking for.

Session Leaders: Katie Sowa, COO – Future Founders and Gary Vaughan, Guident Business Solutions

The Do's and Don'ts of Freelance

Screening Room

Freelancing is now the norm in many creative fields. Discussion will focus on how to get started including legalities, getting your first client/gig, building a reputation and client base, and more. Panelists will also share top tips from their own experiences within their respective creative fields.

Panelists: Joe Bianco, John Klein, Leanna Johnson, Denise Laurin-Donatelle, Catherine Ross

Moderator: Stacey Earnest, Ace Metal Refinishers

Getting Started in the Music Industry: How to make an extra \$100K in the Next Year

ICON B

Using techniques from his 3rd book, Band:Smart, Martin shows you tangible ways to increase your revenue and build trust and loyalty in your fan base. Martin knows that \$ucce\$\$ in the music business is best on your own terms, and just like any other festering disease; internal

Session Leader: Martin Atkins, Invisible Records

Networking & Create Space

Lounge

Looking for a space to take a break, network, or let your creative juices flow? Stop by the lounge and see what we have in store.

Sponsored by Beloit College & Blick Art Materials

Session 3

Saturday 2:00 – 3:00 PM

Legal Issues for Creatives

Hangar

Session description coming

Session Leader: Lawyers for the Creative Arts

Secure the Bag – 5 Keys to Pricing and Profiting Off Your Creativity

Mainstage

Attendees will leave with implementable strategies and tactics that will help them shift and adjust their pricing to reflect their products (and labor's) value add. We will also cover economic concepts that include the laws of supply, demand, exclusivity, and the growing fallacy of luxury.

Session Leader: Camille Jamerson, Senior Consultant & CEO – CDJ & Associates

Roundtables

Bullpen

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

The Agent / Actor Relationship with Dawn Gray & Carin Silkaitis

Agent Dawn Gray and actor Carin Silkaitis will discuss their working relationship and answer your questions

Opening Your Own Performing Arts Studio with Leah Jozwiak

What do you need to start a teaching studio and how do you get started?

TBD with Larry Brown

TBD

How to find and work with a Great Book Editor or Designer with Kim Bookless

Of all the people you meet on your publishing journey, your editor and designer will have the most direct impact on your book's quality. Learn how to find great publishing service providers, how to determine which ones are best for your book, what you can expect to pay, and more.

Licensing Your Art with Juan de Lascurain

Interested in licensing your art? Juan has hundreds of designs, many licensed with large companies like Kleenex. Come hear his tips and strategies for success.

Small Group Mentoring

Bullpen

Mentors will be on-hand to answer your questions on specific topics.

Freelance for Visual Artists mentor Denise Laurin-Donatelle

Freelance for Media Artists mentor John Klein

One-On-One Mentoring

Bullpen

Mentors will be on-hand to answer your questions on specific topics. If you would like to reserve a 15 minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference. Several of the creative professionals are also available for portfolio reviews.

Sara Hartmann – pricing your work, business foundations, finance

LLC Assistance: Drop-In

Conference Room 1

Interested in getting your LLC? Stop by this room to ask questions or get the process started. This is not a session but rather open office hours that you can drop in anytime during this time slot.

Mentor: Bea Rodriguez, ConVerge

Funding Pitch Workshop

Boardroom

Space is limited and Pitch Finalists will be given first priority. Please note that this session is offered twice – Saturday from 2 – 3 PM and Saturday from 3:15 – 4:30 PM

Interested in pitch competitions or gearing up for tomorrow? Don't miss this session. We'll discuss what a pitch is and how to craft one, how to successfully give a pitch, tips and tricks for perfecting your pitch and sharing your ideas, and how to maximize your ask and spark interest.

Session Leader: Katie Sowa, COO – Future Founders

Mission+Art+Revenue = Your Dream! Nonprofit for the Arts

Dance Studio

Self-employment does not always mean a "for-profit" business. Artists can follow their dream by starting a nonprofit organization. What does it mean to start a nonprofit? Can a nonprofit organization earn revenue? Isn't there a pile of paperwork to start a nonprofit? What about grants? What are the three-legs of revenue in nonprofits? Participants will learn about a nonprofit 501(c)3, and compare and contrast to LLC, L3C, partnerships, and other for-profit organizations. This will be an interactive presentation, so bring your questions to participate and learn! It's your dream, so learn how to start living it.

Session Leader: Barrett Baebler, Associate Professor – Entrepreneurship and Nonprofit / Director MA in Nonprofit Management - Webster University Walker School of Business & Technology

Master Session: Tools to Maximize the Film Festival Experience

Screening Room

This session is for the experienced filmmaker or the filmmaker looking to better understand past experiences and current strategies with film festivals. Learn and ask questions about the inner workings of a film festival, how to better use your time at a film festival, what programmers are looking for beyond a good film, and why it's important to be both creative and resourceful. A Q&A session will round out this workshop.

Session Leaders: Jessica Hardy, Founder and Artistic Director and Brent Kado, Executive Director - Chicago Comedy Film Festival

A Short Guide to Rocking Social Media

ICON A

This session will focus on Instagram, Twitter, and Facebook as they generate the most engagement and traffic. Using contemporary examples, we'll discuss practical ideas and set goals so that you can reach them through social media. All session attendees will receive a short guide with practical strategies you can begin using anytime.

Session Leader: Tracy Montes, Marketing & Communications Coordinator – Hyde Park Art Center

Small Group Mentoring with Martin Atkins, Invisible Records

ICON A Lounge

Martin will be on-hand to discuss Music Business in an informal setting.

Leading / Managing Yourself with Mike Veny

ICON A Boardroom

Description Coming

Breaking into the Music Industry

ICON B

What do you really need to do to get your music career off the ground? We'll discuss strategies for getting connected in the industry, finding gigs, and building your reputation. This session will be in more of a conversation format so bring your questions!

Panelists: Joe Stamm and Joshua, Hannah, and Clarence Welton

Moderator: Jim Jozwiak

Manage the Drama in Your Head

Lounge

How can creative people prepare for the internal challenges that accompany a creative life --- things like self-doubt, fear and procrastination? Through fun, experiential exercises, participants will learn tools and strategies to: Shift negative perspectives and thought patterns, Gain a sense of self-agency, Shore up flagging motivation, and Manage self-doubt, fear, and procrastination.

Session Leader: Connie de Veer, Professor of Acting and Voice – Illinois State University

Session 4

Saturday 3:15 – 4:30 PM

Round Table Discussions

Hangar

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

Selling on Print on Demand Sites discussion led by Jim Plaxco

Selecting, Using, and Marketing print on demand services

10-Minute Marketing discussion led by Lidia Varesco Racoma

Getting more marketing done in less time.

Branding discussion led by Catherine Borzym

What goes into making a brand successful

How to Get Your Creative Work into Retailers discussion led by Toni Greathouse

Learn tips and strategies for getting your creative work into major retailers

Networking discussion led by Apryl Z. Schlueter

We'll discuss how to find your "people" at networking events and online

Get Featured In Newscasts discussion led by Don Howze

Newscasts need content and your creative work or business could be the perfect fit.

Music Development / Management discussion led by Clarence Welton

Learn what to do next to jump start your music career

The Do's and Don'ts of Getting Music Media Attention discussion led by Robert Marovich

We will identify proven ways to start and build successful and enduring relationships with media decision-makers, and pitfalls to avoid along the way.

Juror's Gallery Talk, Q&A, and Awards Presentation

Mainstage

Please join juror, Chicago-based artist, curator and art critic Robin Dluzen, in a tour of the exhibition featuring her selected works from the 2019 SEA Juried Exhibition competition. In this gallery talk, Dluzen will discuss the selection process, common mistakes artists make in their submission materials and general tips for entering open calls for art. Additionally, Dluzen will outline her personal selection criteria, including the intersection of content and craftsmanship, and purposeful, innovative use of material. The session will also include a Q&A with the juror, and a presentation of the award winning artworks.

Session Leader: Robin Dluzen, Artist, Curator & Art Critic

One-On-One Mentoring & Portfolio Reviews

Bullpen

Mentors will be on-hand to answer your questions on specific topics. If you would like to reserve a 15 minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference. Several of the creative professionals are also available for portfolio reviews.

Larry Brown – building your team, album planning, strategies for the working artist

John McDavitt – Illustration, graphic design, product design, murals, large-scale art / Portfolio Reviews

Tracy Montes – social media marketing, LLC prep

Jeffrey Ross – commercial photography, bid creation, working with clients / Portfolio Reviews

Brandy Sales – video production, finding your first client, growing a business, smart-phone marketing

Kimberly Witte – social media marketing, developing an online community, creating a unique branding experience

Legal Office Hours

Conference Room 1

Questions about intellectual property, contracts, service agreements, or the Music Modernization Act? Stop by on by and talk with representatives from the Lawyers for the Creative Arts. This is not a session but rather open office hours that you can drop in anytime during this time slot

Mentor: Lawyers for the Creative Arts

Social Media: Drop-In

Conference Room 2

Questions about social media marketing? Not sure how to utilize hashtags or Facebook ads to their fullest? Stop by this room to ask questions. This is not a session but rather open office hours that you can drop in anytime during this time slot.

Mentor: Lauren Ramsey, Social Media Strategy Expert – betsybash.com / LaurenIgnited.com

Funding Pitch Workshop

Boardroom

Space is limited and Pitch Finalists will be given first priority. Please note that this session is offered twice – Saturday from 2 – 3 PM and Saturday from 3:15 – 4:30 PM

Interested in pitch competitions or gearing up for tomorrow? Don't miss this session. We'll discuss what a pitch is and how to craft one, how to successfully give a pitch, tips and tricks for perfecting your pitch and sharing your ideas, and how to maximize your ask and spark interest.

Session Leader: Katie Sowa, COO – Future Founders

Do's and Don'ts of Auditioning for Theatre & Dance

Dance Studio

This session will start with a panel discussion about the audition process – where to find auditions, how to prepare, what to expect and handling rejection. Time permitting, we will conclude with an opportunity for attendees to participate in a mock audition.

Panelists: Joe Bianco, Dawn Gray, Doricha Sales, Carin Silkaitis, Sarafina Vecchio

Moderator: Heidi Dippold, Millikin University

Novice Session: Film Festival Advice 101

Screening Room

This session is recommended for the student or first time filmmaker. Learn the basics of how to present your work to a film festival and how to go about submitting to film festivals. Learn the dos and don'ts of submitting and avoid common mistakes. A Q&A session will round out this workshop.

Session Leaders: Jessica Hardy, Founder and Artistic Director and Brent Kado, Executive Director - Chicago Comedy Film Festival

Choosing Your Publishing Path: Self-Publishing vs. Traditional Publishing

ICON A

One of the first big decisions an aspiring author makes is whether to self-publish or pursue a book deal from a traditional publishing company. The differences boil down to:

- Ownership (who owns the publishing rights)
- Responsibilities (who is responsible for producing and marketing the book)
- Money (who pays to produce the book and gets a share of the royalties)

In this session, we'll discuss how the two publishing methods differ, the pros and cons of each, how to determine which method is best for you and your book, who you might need on your team, and how to get started on your publishing journey.

Session Leader: Kim Bookless

Intro to Finance for Creatives Business

ICON B

This class is designed to help makers, designers, and creative business owners to better understand the financial aspects of their businesses. We will explore cost analysis and pricing strategies, discuss the relationship between fixed and variable costs, and learn how to plan for profitability. Students will build a one-year financial forecast for a real or hypothetical business. A basic understanding of Microsoft Excel is encouraged but not required.

Session Leader: Sara Hartmann, Assistant Professor – Massachusetts College of Art & Design

Networking & Create Space

Lounge

Looking for a space to take a break, network, or let your creative juices flow? Stop by the lounge and see what we have in store.
Sponsored by Beloit College & Blick Art Materials

Resume Reviews: Drop-In

Coffee Shop

Interested in getting your resume reviewed by a creative professional? Bring your resume and stop by the coffee shop to get feedback from Catherine Ross. This is not a session but rather open office hours that you can drop in anytime during this time slot.
Mentor: Catherine Ross, Artistic Director and Graphic Designer – Ross Creative Works

SUNDAY

February 24th, 2019

Registration and Exhibits Open

Sunday 8:00 AM

Session 5

Sunday 9:00 – 10:00 AM

Legal Issues for Creatives

Hangar

Session description coming

Session Leader: Lawyers for the Creative Arts

The Pricing Formula

Mainstage

Yes, there is a way to figure out exactly what you should be charging for your creative work and it is not looking around, seeing what everyone else is charging, and then changing to a bit less. In this workshop you will learn exactly what goes into determining what you should charge for your work and even receive formula to help you figure it out. We will go through this step by step.

Session Leader: Sheryl Kosovski, Business & Financial Coach – Artful Work

Roundtables

Bullpen

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

Get Featured In Newscasts discussion led by Don Howze

Newscasts need content and your creative work or business is the perfect fit.

Creating & Managing a Kickstarter Campaign with Eric Elliott

Eric completed a yearlong Kickstarter funded art residency in Jerusalem Israel in 2014. He'll share his tips and strategies.

Small Group Mentoring

Bullpen

Mentors will be on-hand to answer your questions on specific topics.

Marketing for Theatre mentor Ross Egan

Headshot Reviews

Bullpen

Creative Professionals will be on-hand to provide feedback on your headshot.

Available Mentors: Joe Bianco, Acting / Doricha Sales, Dance / Camille Jamerson, consultant

Portfolio Reviews

Conference Room 1

Creative Professionals will be on-hand to provide feedback on your portfolio.

Available Mentor: Jeffrey Ross, Commercial Photographer

Funding Pitch Competition

Boardroom

Space is limited to the person pitching, 1-2 guests of the person pitching, and the judges.

Pre-selected finalists will pitch to a panel of judges for funding for their creative work or business. Funding will be announced at the closing session.

Judges: Stacey Earnest – Ace Metal Refinishers, Sean Flanigan – Colorado Mesa University, Jim Jozwiak – Band for Today, Gary Vaughan – Guident Business Solutions

Social Media Marketing for Creatives

Dance Studio

Social media can be daunting for a solopreneur or small business owner. This collaborative session will focus on the WHO, WHAT and WHY of social media marketing for creatives. We will talk about WHO your target audience is, WHAT you should be sharing, and WHY it's relevant to your audience and social media channels. Worksheets will be provided to create a simple Social Media Strategy and Editorial Calendar, as well as a list of resources and tools to streamline the process. Attendees will walk away with a strategy and plan to make their social media outreach more targeted and efficient.

Session Leader: Lidia Varesco Racoma - Art Director & Owner, Lidia Varesco Design

Mission Possible – Building a Sustainable Business Plan

Screening Room

This session lays out a process to develop and implement a comprehensive plan to sustain yourself as an artist and human being. We'll discuss how to create a working mission statement based on your values and from there how to generate a broad five-year plan, a detailed one-year plan and a week by week template. We will also examine budget and taxes and look at values that underpin your career choices.

Session Leader: Paul Kassel, Dean – College of Visual & Performing Arts, Northern Illinois University

Working with Publishers

ICON A

Session Description Coming

Session Leader: Allie Pleiter, Author

Small Group Mentoring with Martin Atkins, Invisible Records

ICON A Lounge

Martin will be on-hand to discuss Music Business in an informal setting.

Small Group Mentoring with Matt Hennessy, VSOP Studios

ICON A Boardroom

Matt will be on-hand to discuss Music Production in an informal setting.

Money Matters

ICON B

It's important to understand your financial goals- from there you can move forward on pricing, pitching and exhibiting. In this session we'll look at how to have a creative budget including finances in your creative practice. I'll provide tips and strategies on how to go from 0 to 500 in a day.

Session Leader: Isabelle Rizo, CEO - Bellavie92 Productions

Networking & Create Space

Lounge

Looking for a space to take a break, network, or let your creative juices flow? Stop by the lounge and see what we have in store.

Sponsored by Beloit College & Blick Art Materials

Session 6

Sunday 10:15 – 11:30 AM

Round Table Discussions

Hangar

Roundtables are small group discussions led by a professional in the field. Come ask questions and join the conversation!

Teaching Finance to Creative Students (for Faculty) discussion led by Barrett Baebler

Why do so many art students dislike "number" classes? Perhaps it's because of the way we teach finance—as if they were business majors. We'll discuss how to change the language of business so it relates to the arts.

Getting and Keeping Students discussion led by Leah Jozwiak

How do you acquire those first students and once you have them, how do you keep them?

Music Development / Management discussion led by Clarence Welton

Learn what to do next to jump start your music career

Budgeting for Creatives discussion led by Ross Egan

As a creative professional, the most important tool at your disposal is your budget and the data it provides. We will discuss the beginnings of how to create a budget and also how to stick to it.

Crowdfunding: Building a Business Plan for Kickstart to Fund Your Film: discussion led by John Klein

We'll explore the various crowdfunding sites out there and discuss the needs, ranging from story to behind-the-scenes and branding elements to perks to updates to marketing, and why you would or wouldn't crowdfund instead of raising money through normal channels.

Social Media Tools and How to Use Them discussion led by Lauren Ramsey

You should only market where you can measure. If you are marketing your business or yourself on social media, how are you measuring the results? We'll discuss the variety of social media tools available from scheduling to analysis to listening tools. Which do you choose?

Building & Performing Your Own Cabaret Show discussion led by Greta Pope

Have you ever thought about producing your own cabaret show? Don't miss this opportunity to learn the steps you need to take and ask questions.

The Do's and Don'ts of Getting Music Media Attention discussion led by Robert Marovich

We'll identify proven ways to start and build successful and enduring relationships with media decision-makers, and pitfalls to avoid along the way.

Intro to Voiceover discussion led by Joe Bianco

Joe will share tips and strategies for getting started as a voiceover actor.

Making a Living as a Freelance Writer discussion led by Leanna Johnson

Leanna will share her tips and strategies based on her experience as a freelance content marketing writer, copywriter, and journalist

Getting to WOW!!! How to Plan a Portfolio with Maximum Impact

Mainstage

Geared toward graphic designers, fine artists, and photographers, this session provides best practices for planning an effective and stunning visual arts portfolio. Your portfolio represents you, and is the first impression many potential clients see. You want to be certain that your portfolio stands out from the crowd. We will cover strategies for both traditional and web-based portfolios such as how to select the right examples, personal branding, and choosing the right format for showcasing your work. Remember, your portfolio itself is an example of how you approach visual solutions, so make it the best possible representation of your visual problem-solving skills and creativity.

Session Leader: Denise Laurin-Donatelle – Living Creatively, Founder

One-One One Mentoring

Bullpen

Mentors will be on-hand to answer your questions on specific topics. If you would like to reserve a 15 minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference.

Catherine Borzym – branding, social media marketing

Sheryl Kosovski – budgeting, pricing

Juan de Lascurain – digital design, licensing

Small Group Mentoring

Bullpen

Mentors will be on-hand to answer your questions on specific topics.

Marketing & Selling Digital Photography mentor Jim Plaxco

Social Media Marketing mentor Isabelle Rizo

Legal Office Hours

Conference Room 1

Questions about intellectual property, contracts, service agreements, or the Music Modernization Act? Stop by on by and talk with representatives from the Lawyers for the Creative Arts. This is not a session but rather open office hours that you can drop in anytime during this time slot

Mentor: Lawyers for the Creative Arts

One-On-One Mentoring & Portfolio Reviews

Conference Room 2

Mentors will be on-hand to answer your questions on specific topics. If you would like to reserve a 15 minute slot, please stop by the registration table. Spots are on a first come first serve basis and sign up begins at the start of the conference. Several of the creative professionals are also available for portfolio reviews.

Available Mentor: Catherine Ross – graphic design, web design, email marketing, portfolio reviews

Funding Pitch Competition

Boardroom

Space is limited to the person pitching, 1-2 guests of the person pitching, and the judges.

Pre-selected finalists will pitch to a panel of judges for funding for their creative work or business. Funding will be announced at the closing session.

Judges: Stacey Earnest – Ace Metal Refinishers, Sean Flanigan – Colorado Mesa University, Jim Jozwiak – Band for Today, Gary Vaughan – Guident Business Solutions

Bid Creation and Sales

Dance Studio

Description Coming

Session Leader: John McDavitt, McDavitt Design and Brandy Sales, Video Marketer

The Actor's Toolkit

Screening Room

This workshop is built with the beginning professional actor in mind. Do you have questions about how and where to start out in the business but have been afraid to ask? Bring them to this workshop and find your answers, along with advice and tips on how to start your journey with the right information, supplies, and tools. Subjects to be covered will include: the right places to find auditions, how to submit to agencies, how to show up to that first rehearsal prepared and ready, and the most productive ways to stay audition ready every day.

Session Leader: Sarafina Vecchio – Teaching Artist, Actor, Plus Model, Director

Agile for Creative Endeavors

ICON A

In this hands-on workshop, we will explore how to apply the agile framework of scrum to creative endeavors, specifically team-based initiatives. What is scrum? It is a framework for completing complex projects which focuses on productively and creatively delivering high value work. Its essence lies in highly flexible and adaptable teams. Bring a current project or idea (and a friend or two!) to this workshop, as we will unpack how you can put scrum to practice TODAY to foster better work flow - all while elevating the creative spirit of your work!

Session Leader: Kate Flemming, Program Coordinator – Millikin University Center for Entrepreneurship

Small Group Mentoring with Mike Veny

ICON A Boardroom

Mike will be on-hand to discuss Mental Health for Creatives

Surviving the Session: Recording Studio Best Practices

ICON B

Over the last 2 decades, Matt has worked behind the board with the best of the best talent in the music business. Helping landmark projects with Twista, Jay-Z, Beyonce, Kanye West, R. Kelly and DMX as well as helping newer artists emerge. He'll share tips and tricks to survive even the most insane recording session. Regardless of where you are in your musical journey, Matt can help you bring out your best in the studio and achieve the sound you have only ever heard in your head, blast out of the speakers.

Session Leader: Matt Hennessy, VSOP Studios

Networking & Create Space

Lounge

Looking for a space to take a break, network, or let your creative juices flow? Stop by the lounge and see what we have in store.

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Session 7: Networking Lunch by Interest

Sunday 11:45 – 1:00 PM

Grab your lunch from one of the designated lunch locations (see below) and head to a networking location. Tables / Rooms are organized by interest. Many of the tables have creative professionals designated to be at the table allowing you an additional opportunity to network with them as well as other attendees on a specific topic. Open tables/areas for general networking within that area of interest will also be available. Please enjoy your lunch and conversation. Food Stations: Hangar, ICON A, Bullpen, Dance Studio, Mainstage

Visual Arts Networking Lunch located in the Hangar

You can join a specific themed table listed below or create your own group.

Portfolios – Table Mentor, Denise Laurin-Donatelle

Commercial Photography – Table Mentor, Jeffrey Ross

Graphic Design – Table Mentor, Catherine Ross

Art Licensing – Table Mentor, Juan de Lascurain

Collaborative Art Projects – Table Mentor, John McDavitt

Performing Arts (Theater / Dance) Networking Lunch located in the Dance Studio

You can join a specific themed table listed below or create your own group.

Dance Careers – Table Mentor, Doricha Sales

Performing Art Studios – Table Mentor, Leah Jozwiak

Acting in Chicago – Table Mentor, Joe Bianco

Music Networking Lunch located in ICON A Suite (Kitchen, Lounge, Boardroom)

You can join a specific themed table listed below or create your own group.

Music Business – Table Mentor, Greta Pope

Literary Arts Networking Lunch located in the Lounge

You can join a specific themed table listed below or create your own group.

Life as an Author – Table Mentor, Allie Pleiter

Combining Writing and Marketing as a Content Marketing Writer – Table Mentor, Leanna Johnson

General Topics Networking Lunch located in the Bullpen

You can join a specific themed table listed below or create your own group.

Branding – Table Mentor, Catherine Borzym

Social Media Marketing – Table Mentor, Lauren Ramsey

Smartphone Videos – Table Mentor, Brandy Sales

Faculty Networking Lunch located in Mainstage

You can join a specific themed table or create your own group.

Closing Session

Sunday 1:15 – 2:15 PM

Closing Keynotes & Pitch Awards

Hangar

Sergio Gomez

Mike Veny