

BUSINESS OF ART

PROFESSIONAL DEVELOPMENT PROGRAM

BCAC's BOA Professional Development Program equips local working artists, creators, and arts administrators with essential professional resources to develop their business skills. This program will feature a structured course map, covering three main areas of focus:

ART ENTREPRENEURSHIP

Participants will acquire the skills and strategies needed to start or expand their freelance business. Classes include:

The Art and Business of Your Life: Questions about Strategy, Sustainability, and Liberation

How to Measure/Define Success as an Artist/Creator

Exploring Entrepreneurial Leadership in the Arts

Crafting Your Art Business Plan and Budget

Grant Writing For Artists

ART MARKETING AND MANGEMENT

Participants will learn how to amplify their creative work and enhance their marketability. Classes include:

Shaping & Sharing Your Artist Story

Portfolio Review

Creating a Personal Visual Brand

How to Build an Online Presence

Connecting With Content

ART BUSINESS

Participants will learn best business practices and tools to use while navigating the professional world. Classes include:

Business Opportunities at Fine Art/Craft Festivals

Legal Essentials for Artists

Spreadsheets for Non-profits and the Arts

How to Approach Galleries With Your Work

Building Connections in the Creative Industry

REGISTER AT BROOMEARTS.ORG



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Featured Workshops:

- **Grant Writing For Artists**
- **How to Measure/Define Success as an Artist/Creator**

• **Portfolio Review**

- **How to Approach Galleries With Your Work**
- **Legal Essentials for Artists**

ART ENTREPRENEURSHIP

5 WORKSHOPS

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ART BUSINESS

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