



February 22nd , 4 - 6:30pm:
Marketing and Audience Development
Dancer Transition Resource Centre

Session Description:

Don't miss this unique opportunity to learn from arts sector executives about the ins and outs of marketing, growing your audience, and tips and tools for building successful strategy plans. We will explore real case studies and examples backed by research results. Workshop participants will learn how to approach audience development, branding, and envisioning goals. Participants will also get the chance to work on their own marketing plans and strategize together; sharing challenges and solutions, and helping each other re-envision marketing success in the arts sector.

Speaker: Jini Stolk

Jini Stolk is the founding Executive Director of Creative Trust. Before that, she was Managing Director of Toronto Dance Theatre and Executive Director of the Toronto Theatre Alliance/ Dora Mavor Moore Awards; at the TTA she acquired and revitalized Toronto's half-price ticket booth, T.O. TIX. She was also Associate Director of the Association of Canadian Publishers and General Manager of Open Studio. She continues her involvement in many community and cultural advocacy activities, and was a member of the steering committee of ArtsVote Toronto 2010. She is Vice-President of the Toronto Arts Council, a director of the Centre for Social Innovation and co-chair of the steering committee of the Ontario Nonprofit Network; and is Past-President of Toronto Artscape, Hum dansoundart and Six Stages Theatre Festival. She has been recognized with a Harold Award and the Sandra Tulloch Award for Innovation in the Arts.

Speaker: Jennifer Green

Jennifer Green is the Executive Director of Soundstreams, an international centre for new directions in music. Jennifer has over 10 years of experience in arts management, including organizational development, strategic planning, financial management, arts marketing, fundraising and tour management. Jennifer has worked with organizations including Kaeja d'Dance, Subtle Technologies Festival, Acting Up Stage, Toronto; Upper Canada Playhouse, Morrisburg; The Regent Theatre, Picton; the Princess Court Theatre, Kingston and the Weave Shed Arts Centre, Cornwall. She holds a B.A in Theatre/English from St. Lawrence University in New York and an M.A. in Theatre from the University of Toronto. She serves on the Executive Committee for the Emerging Arts Professional Network and has served on the Fundraising Committee for the Toronto Congress, International Society for the Performing Arts; the Dance Committee for the Toronto Arts Council, the Finance Committee for Opera.ca and as a jury member for the Dora Mavor Moore Awards (dance). She was the founding Board President of Fu-Gen Asian Canadian Theatre Company.

February 29th , 4 - 6:30pm:

Financial Management: Building a Strong Bottom Line

Dancer Transition Resource Centre

Session Description:

Looking to increase your financial literacy in the arts sector? Don't miss this fantastic opportunity to learn hands-on techniques from experienced and influential arts managers who have helped turn projects into financial success stories. The workshop will begin with general tips and terms to assist with understanding of finances, and will then explore examples of how to focus on private and earned revenue, donor cultivation, deficit reduction, recovery from financial collapse and balancing artistic choices vs. management choices. Following that, by using real case studies, participants will get the chance to walk through financial statements and analyse the financial health of an organization taking away practical tools which they can implement in their daily work.

Speaker: Heather Young

Heather Young has worked in the field of arts management for twenty-five years. Her experience includes leadership roles with a variety of arts and heritage service organizations, theatre and dance producing companies, galleries and museums, facilities, festivals and community organizations, in both professional and volunteer capacities. Before founding Young Associates in 1993, Heather had served as General Manager for both Nightwood Theatre and the Fringe of Toronto Festival. As the Principal of Young Associates, Heather has provided bookkeeping and consulting services to dozens of organizations, and delivered professional workshops, training and seminars on topics ranging from budgeting to sales tax, to setting prices, to reading financial statements. She has completed business and strategic planning assignments for an array of arts organizations in Toronto and across Southern Ontario, frequently in partnership with First Stage.

Speaker: Jessa Agilo-Copeland

Jessa Agilo-Copeland is an independent consultant, agent and founding producer of agilo arts. Recipient of the Humberto Santos Award in Business and Administration, Jessa has worked with organizations including Business for the Arts, Fondation Metropolis Bleu, Hudson Village Theatre, Dance Umbrella of Ontario, Canadian Dance Assembly, Dancer Transition Resource Centre, Kaeja d'Dance, Dreamwalker Dance Company, adelheid dance projects, blackandblue dance projects & Zata Omm Dance Projects. An active advocate for dance, Jessa is the founder of Ontario Dance Managers and Producers Group and is a member of Toronto Arts Council Dance Committee and President of Dance for All. www.agilo.ca

Speaker: Kendra Fry

Kendra Fry has been a General Manager for the past eight years, working mostly in Toronto. She has formerly been the General Manager of the Harold Green Jewish Theatre Company and Cahoots Theatre Projects and the Business Manager of the Theatre Centre. She began her career as a Stage Manager and Assistant Stage Manager working for companies as various as

Tarragon Theatre, Theatre Passe Muraille, The Blyth Festival Theatre and the Canadian Opera Company. Kendra is an active volunteer with the Professional Association of Canadian Theatre and sits on the Toronto Alliance for the Performing Arts Advocacy Committee. In her spare time, she is the mother of a very active four year old.

March 7th, 4 - 6:30pm:

Technological Innovation: On and off the stage
Dancemakers Centre for Creation

Session Description:

As technology moves ahead at light speed, how do we keep up!? This unique and innovative workshop explores the many possibilities of opening the technological realm in the arts, both on and off the stage. Beyond Facebook and Twitter, propel your project to the next level of innovation by integrating new and exciting marketing strategies in your work. Also, discover the endless possibilities of using technology in your craft as stages become research labs with installations, video projections and other dynamic interactive technologies. Learn the ups and downs of technology, hear from experts in their field and walk away with tools to integrate in your practice, whether it be in the office or on the stage!

Speaker: William Yong

William Yong was trained at the London Contemporary Dance School in England and was admitted to the Master of Arts with distinction. In the last year of his MA study, he was sent alone for his secondment to study with the Nederlands Dans Theatre 1 in the Netherlands. Previous dance companies he worked with included Wayne McGregor's Random Dance, Matthew Bourne's Adventures in Motion Pictures, Toronto Dance Theatre, CORPUS, Theatre Rusticle, Fila 13 and many others. William has performed in eleven dance films including his latest film To Fly or Fall directed by Kathi Prosser. He was also profiled in two documentaries, one of them is an episode of the Bravo TV documentary Freedom as a choreographer, interviewed and hosted by Robert Desrosiers. Currently William is the artistic director and choreographer of Zata Omm Dance Projects (www.zataomm.org) and is directing Zata Omm Dance and Technology Research Laboratory. William is a double Dora Mavor Moore Award nominee. His latest nomination was for 'Outstanding New Choreography' for Zata Omm's production Frames. William's latest choreographic work Zata Omm's Eight Ways From Mara was premiered at the Harbourfront Centre's Enwave Theatre in October 2011.

Speaker: Julian Sleath

In a 30 year career in the performing arts, Julian Sleath has taken performers to Borneo and Sarawak, run away to the circus and been on the design team for a number of new theatres and concert halls including the Four Seasons Centre for the Performing Arts, here in Toronto. He has worked for many arts festivals around the world; including the Edinburgh International Festival, Dance Umbrella in London, European Arts Festival and Luminato. He has had the tremendous pleasure to be "behind the scenes" for performances by Merce Cunningham Dance Company, Trisha Brown Dance Company, Twyla Tharp, Rambert Dance Theatre, Siobhan Davies, Michael

Clark, Nederlands Dance Theatre, Sankai Juku and many others in the field of dance He now works for the Special Events team at the City of Toronto with specific responsibility for Scotiabank Nuit Blanche.

Speaker: Sue Edworthy

Sue Edworthy has worked in the non-profit performing arts for over a decade in theatre, dance and opera. Her passion for the performing arts has led her to stints as a director, event coordinator and arts administrator and is now respected and sought after in Toronto as a marketing and communications specialist. Sue is a former Board Member for TAPA and is a member of their Advocacy Committee. She is co-chair for Artsvote, current Treasurer for the Toronto Fringe Festival and on the SMWTO Advisory Board. She runs Sue Edworthy Arts Planning, a freelance marketing, producing and strategic planning company for the Toronto arts community, and is in demand as a social media consultant. Sue holds a BFA Specialized Honors, Theatre from York University.

March 14th, 4 - 6:30pm:

Touring: Tips for Success

Dancemakers Centre for Creation

Session Description:

In today's ever changing market it can be tricky to launch a touring career in Canada. There are many questions that need to be answered with very few obvious answers. Join us as we explore the ins and outs of touring. These are just some of the questions that will be answered: What are the opportunities for my work in Canada and how do I find the appropriate market places for them? What conference or festival opportunities are there and how do I prepare for them? Once there, how do I meet people, sell my performances and close the deal? Along the way, is it easier if I have an agent? If so, how do I find one and what do they do for me? Once I have a tour, how do I deal with all of the logistical details? How do I finance the tour? How do I actually "get on the road"? Once the performances are over and all of the applause has stopped, what do I do then?

Don't miss this chance to jump start your touring career in Canada!

Speaker: Judy Harquail

Judy has over 25 years of experience working in the performing arts. Her previous accomplishments include directing and executing touring activity for some of Canada's most highly respected dance and opera companies, developing and executing strategic marketing campaigns and working in collaboration with an extensive range of arts organizations and arts professionals across Canada, the United States, and throughout the world. Amongst the many projects she is currently working on, she is Program Manager for CCI – the Ontario Presenters Network where she is responsible for the Ontario Dances program, the biannual Ontario Dances Platform, the Fresh Start program and CCI's block booking program. She also has extensive experience dealing with all levels of government funding agencies having worked on

contract for the Canada Council and the Department of Canadian Heritage assisting in the launch of the Arts Presentation Canada Program in Ontario. Judy is the 2007 recipient of the National Arts Centre award for distinguished contribution to touring.