

PROFESSIONAL PRACTICE

Lyne Marshall - 6 hour [1 day] workshop -
Two 3 hour sessions which can be attended individually.

OUTLINE, AUDIENCE and PRESENTATION STYLE

These workshops are for artists and writers at all levels and for anyone who has an interest in developing their creative practice. The expectation of the presenter is that the audience will take on what is most valuable to them personally and use it to enhance their development.

There may be different levels of achievement in the audience however the information will be universal. It is designed to be light-hearted and stimulating and may touch on many different important areas.

The **morning workshop** focus is on discussing professional presentation via promoting yourself through building a website, growing social media, building an address list for mail outs, developing a CV and writing artist statements. It will have a short question time at the end.

The **afternoon workshop** focus is on developing the confidence to take on different projects. It covers practical issues with a quick formula for writing a non-fiction book, photo-graphing, documenting and presenting your artwork both for a book and for galleries, and a short question time at the end.

Interweaved in these topics is the concepts of ...

- Expanding vision and exploring creativity.
- Finding the hidden pathway to success.
- The studio environment.
- Working in series, exhibiting and acquiring the right gallery.
- Focusing, setting goals, time management, marketing, and selling your art.
- How to work with integrity within the current economic climate.
- Presenting as a professional and the elevator speech

PARTICIPANTS REQUIREMENTS

- Notebooks
- Pens, pencils