

## Business Planning Basics

### **ELEARNING:** [Business Planning](#)

Learn the basics of business planning, with a focus on the needs of a creative business. This course uses relevant examples, practical resources, and tips to get you started towards a successful future.

### **BIZ SMARTS WEBINAR:** [Beginning a Creative Entrepreneurship](#) with Snjezana Pruginic-Delgado

Are you an artist or creative professional interested in turning your art into a business? This workshop will give you a reflective understanding of the creative entrepreneur mindset and tangible tools in beginning your business journey. Acting as a first stepping stone into creative business you will gain an understanding of various business elements within a creative context and will explore your "creative business brand /identity."

### **BIZ SMARTS WEBINAR:** [Business Planning: Creating Opportunity](#) with Diane Davy

How does the business planning process help you create new opportunities and respond to those that come knocking on your door? Whether you have an existing plan or are in the planning stage, this webinar will help you focus on new ways of sustaining and growing your creative business.

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### **BIZ SMARTS WEBINAR:** [Plan for Success: Business Development for Artists](#)

Artist and business-person Monica Schut provides practical advice to northern artists on growing a business to ensure its future success. In "Plan for Success", Monica helps participants reflect on the importance of planning, the features of self-employment in the arts, and how to get a good start.

## Exporting

### **BIZ SMARTS WEBINAR:** [Top 3 Things You Must Know When Exporting Art & Craft](#) with Sara Washbush

Ever wondered about exporting your craft internationally? This webinar by Sara Washbush will focus practical strategies to apply when exporting your art and craft.

### **PROGRAM:** [How To Sell Your Work Internationally](#)

WorkInCulture teamed up with Craft Ontario to produce a series of video tips and resources to

help artists and craftspeople prepare for exporting their work internationally.

## Partnership Basics

[Top Ten Tips for Successful Partnerships](#)

[Partnership Readiness Checklist](#)

[Assessing Your Partnership](#)

## Marketing Basics:

### ELEARNING: [Marketing](#)

Learn the key concepts and strategies of marketing, with a particular focus on the cultural sector. This course will guide you through goal-setting, creating a strategy, and the creation of your own marketing plan.

### BIZ SMARTS WEBINAR: [Building Your Brand \(Marketing Strategies\)](#)

with Jason Maghanoy

Building a brand is an important part of your artistic practice and the life of your organization. From navigating your way through the media, amplifying and positioning your "voice," and maximizing social media potential to help build your brand and fill seats, Jason Maghanoy will help guide you through the steps to develop a successful content and marketing strategy for your arts organization/creative practice in today's radically changing engagement economy.

### WORK SMARTS WEBINAR: [Marketing your Rental Spaces](#)

with Rob Zeidler

This webinar by ArtsBuild Ontario explored how arts and cultural organizations are finding new ways to engage with renter audiences and improve renter revenue.

Presenter Rob Zeidler, is a commercial real estate executive. His presentation focused on his process of re-purposing The Cotton Factory in Hamilton, Ontario.

### BIZ SMARTS WEBINAR: [Your Art, Your Brand: Social Media & Marketing for Artists](#)

How do you sell your work without selling out? Led by Clayton Windatt, "Your Art, Your Brand" will give you tips on creating an attractive identity for yourself and your creative work as well as finding your 'market' whether it's in your region or across the sea. Learn how to use marketing tools such as social media to convince others of what you already know to be true: Your product is unique!

### VIDEO: [Marketing Your Creative Business](#)

A web series for creative entrepreneurs in any discipline who want to start or grow a business doing what they love. Presented in partnership with Enterprise Toronto.

## Digital Marketing

### **BIZ SMARTS WEBINAR: [E-Commerce for Creatives](#)**

**with Kirsty Stevenson**

The digital world presents unparalleled opportunities for creatives to showcase their talents, but it can be daunting with so many choices. This webinar will teach those in the creative arts how to take advantage of this incredible marketing opportunity.

### **BIZ SMARTS WEBINAR: [Putting the SOCIAL in Social Media](#)**

**with Sue Edworthy**

Social Media - wondering if you should join the conversation? What to understand WHY social media can make a difference in promoting your work? This webinar covers the basics, and will help you see how social media can fit into your marketing strategy.

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### **QUICK TIPS: [Ten Social Media Tips](#)**