



## Small Business Arts Forum 2010

### *Art into Business*

North York Civic Centre

5100 Yonge St.

Lower Level

Council Chambers & Committee

Rooms 1, 2 & 4

Monday, March 22, 2010

8:30 a.m. to 4 p.m.

## PROGRAM

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### **8:30 a.m. – 9 a.m.**

*Lower Level, Council Chambers*

**Registration**

### **9 a.m. – 9:05 a.m.**

*Lower Level, Council Chambers*

**Welcome**

### **9:05 a.m. – 10 a.m.**

*Lower Level, Council Chambers*

**Keynote Speaker – Farley Flex, Impresario**

***Getting Performance out of Potential***



*Farley Flex is a Canadian music promoter, manager of recording artists and motivational speaker who is best known for being a judge on the reality television series Canadian Idol. He was instrumental in founding Flow 93.5 in Toronto, the first urban music-format radio station in Canada when it first went on the air in 2001, and where he was the station's first music director and Vice President of Business Development. His success as an artist manager, radio personality and executive along with the success of the station prompted Canadian Idol's producers to select him as a judge before its 2003 launch. He is the recipient of the Bob Marley Community Role Model Award, The Urban Music Association of Canada's Special Achievement and Media*

*Personality of the Year Awards. Flex is currently President and CEO of Plasma Management and Productions Inc. an integrated media company specializing in Music, Television and Film production.*

## **SEMINARS**

**10:30 a.m. - 11:30 a.m.**

### ***Committee Room #1***

#### ***Defining a New Path***

Entrepreneur/artist Robert Small delivers a presentation discussing his journey from artist to an artist who is an entrepreneur. Small describes the new path he paved for himself as an artist to avoid monetary success only occurring after his death. By abandoning traditional career paths designated for artists Small paved his own by taking a commercial approach to his work and carving out a niche for himself. In this discussion Small talks about his challenges/struggles, what worked what didn't, and the philosophy he goes by that he would advise others to guide themselves by in order to be successful.



#### **Presented by: Robert Small, The Small Gallery**

*Robert Small is an artist/entrepreneur who has annually created a poster for Black History Month for the past sixteen years. Small's poster called LEGACY (previously called The Official Black History Month Poster) is sold to school boards, organizations and associations across the country.*

### ***Committee Room #2***

#### ***Branding: How To Make Your Art More Valuable***

Tom Beakbane, President of Beakbane: Retail Connections has been successfully creating brands for 25 years that have generated over \$5 billion of incremental value. Join Tom as he presents how to earn more revenue by creating a strong brand. A brand that helps you sell from galleries, exhibitions and online, whether you are there in person or not.



#### **Presented by: Tom Beakbane, Beakbane: Retail Connections**

*Tom Beakbane is President of Beakbane: Retail Connections, him and his team have been successfully creating brands for 25 years that have generated over \$5 billion of incremental value. See [www.beakbane.com](http://www.beakbane.com) As a student, Tom tried to earn money as a street painter in Paris. Eight weeks of backbreaking work and he sold one painting. He realized he had no talent as a painter so now he hires artists and illustrators to help create brand communications for large companies as well as for start-ups.*

**10:30 a.m. - 11:30 a.m. Continued**

### ***Committee Room #4***

#### ***Leveraging Social Media Tools For Your Small Business***

Social media tools are all the rage these days - Twitter, Facebook, niche networking sites, blogs...the list goes on. In this seminar you'll learn about each of the different tools, and how you can utilize them effectively to grow your small business and cultivate a community. Using case studies and specific examples, you'll walk away with a better understanding of the Web 2.0 landscape.



#### **Presented by: Erin Bury, Sprouter**

*After cutting her teeth managing public relations for fortune 500 tech companies, Erin joined Sprouter to better utilize her passion for networking, community-building & Web 2.0 technologies. As Community Manager, Erin is the voice of the Sprouter community of entrepreneurs – the connector between Sprouter and the world at large; providing ongoing communication in both directions. A journalism grad who loves all things social media, Erin was one of the co-organizers of Twestival Toronto.*

**11:30 a.m. – 1 pm.**

***Lunch Break in Member's Lounge for Networking***

**1 p.m. – 2 p.m.**

### ***Committee Room # 1***

#### ***Get it in Writing: A Discussion on Contracts***

What is a contract? Why are contracts important? What are the contents of a contract? This presentation, conducted by Paul Sanderson, a lawyer with over 25 years in private practice in arts and entertainment law, will examine how contracts are structured, the importance of contracts, the contents of a contract and specific terms of contracts relevant to artists.



#### **Presented by: Paul Sanderson, Sanderson Entertainment Law**

*Paul has practiced entertainment and arts law exclusively, in private practice, since being called to the Ontario bar in 1983. His expertise includes drafting, negotiating and advising clients concerning specialized contracts in the music industry and visual arts fields.*

*He is the author of the ground-breaking legal texts “Musicians and the Law in Canada” (Carswell Legal Publication), now in its third edition and Artists Contracts for Visual and Media Artists (CARFAC Ontario) now in its 2<sup>nd</sup> edition.*

**1 p.m. – 2 p.m. Continued**

## ***Committee Room #2***

### ***Design, Branding and Storytelling for Results***

Turning Art into Business can mean going beyond beautiful to embrace results. As a design professional, we value beauty and aesthetics but challenge ourselves to make a genuine difference, to add real value to a product or service. Lionel's presentation provides a high-level overview of what a brand is and is not. His examples show how design helps brands rise above commoditization and why you must always answer the one big question "What's In It for Me?" for each audience. Telling a Great Story is key and a Registered Graphic Designer can help you do just that.



#### **Presented by: Lionel Gadoury, President, Association of Registered Graphic Designers of Ontario (RGD Ontario)**

*After graduating from the Ontario College of Art and Design, Lionel started his career as an art director at Zand Advertising in Toronto.*

*Today at his design agency Context Creative, Lionel has led teams that have produced numerous award-winning brochures, annual reports, corporate identity systems, direct mail campaigns and websites for many of Canada's leading brands, including Toronto Hydro, Canada Post, ideaCity and other clients both big and small.*

*Lionel is a Registered Graphic Designer and is the President of the Registered Graphic Designers of Ontario (RGDO).*

## ***Committee Room #4***

### ***Making the Pitch***

Pitching your creative content as the creator can be a stressful experience. What are the ins and outs of a successful pitch? When is not pitching the best pitch of all? How can you create support and (ideally) secure financing for your work without feeling like you have sold out? Learn these answers and other tools to help your content find financing.



#### **Presented by: Elizabeth Radshaw, Toronto Documentary Forum at Hot Docs**

*Elizabeth Radshaw of the Toronto Documentary Forum at Hot Docs, a documentary film pitching forum which provides a unique opportunity to pitch feature documentaries, series and interactive documentary projects to pitch to financer such as broadcasters, distributors, NGOs, charities, foundations, and media platforms. She curates the Forum, International Co-Production Day and the Rendezvous industry events at Hot Docs.*

**2 p.m. – 3 p.m.**

### ***Committee Room #1***

#### ***The Business of Art***

Managing the financial side of an art career can get a lot easier if you know some of the tricks. Find out how significantly your myths about money affect your art practice, how to evaluate a supplementary job, and how to keep the government off your back. Remember, unemployment is creative time if you have money in the bank.



#### **Presented by: Amanda Mills, Artbooks & Loose Change**

*Amanda founded Artbooks, the first Canadian organization dedicated to helping artists and arts organizations with their financial management issues. The slogan was: May Your Next Crisis be Artistic in Nature. Through Artbooks, Amanda worked with arts organizations, from Baffin Island to Halifax, to help them assess their financial health. She taught business management at the Banff Centre, the University of Victoria, the Toronto Arts Council, and the Canada Council. Amanda has helped prepare thousands of tax returns for writers, visual artists, choreographers, actors, filmmakers, broadcasters, and creative entrepreneurs. Six years ago, bringing together her work on trauma with twenty years of business management, Amanda founded Loose Change Financial Therapy – the place where money and feelings meet.*

### ***Committee Room #2***

#### ***Find the Money for Your Small Business***

Every entrepreneur needs money at some time. Finding it can be tough. A good relationship with your banker is important but understanding all the sources of financing in the marketplace, is the key to success. Come learn about financing from a 30-year veteran of small business banking!



#### **Presented by: Irv Handler, Scotiabank, Small Business Banking**

*Irv Handler is the Regional Sr. Sales Manager of Scotia Professional Plan where he co-ordinates the Greater Toronto Region's marketing and business development for accredited professionals. With over 30 years of banking experience, Irv has helped Canadian professionals and business owners, both large and small, develop financial solutions for all of their business and practice needs. He understands the unique needs of both the business and its owner and can offer simple, practical solutions to help keep you in control.*

### ***Committee Room #4***

#### ***20 Years in New Media... Stories from a Veteran***

Keith brings method to the madness. As an ecentricarts co-founder with more than fifteen years of new media industry experience, Keith is responsible for business development, strategic planning, financial and operations management, and finding ways to make every new concept tangible and marketable. Please join Keith as he shares anecdotes, stories and lessons learned... (and when do you stop calling it new?)

**Presented by: Keith Durrant, Eccentric Arts**

*Keith brings method to the madness. As an eccentricarts co-founder with more than fifteen years of new media industry experience, Keith is responsible for business development, strategic planning, financial and operations management, and finding ways to make every new concept tangible and marketable.*

*Keith's business acumen is balanced with in-depth knowledge of new media technology. His charity work includes serving as President of the Board of St. Stephen's Community House. He holds an MBA, specializing in Arts and Media Administration, from York University in Toronto.*

**3 p.m. – 4 p.m.**

***Member's Lounge***

***Networking***

Networking is an art and skill that entrepreneurs must learn to master. In this interactive workshop certified professional coach, trainer and entrepreneur Helen Tsotsos will offer practical tips and techniques to help you make better connections and gain exposure to a wider audience. Come with business cards and a willingness to create important business relationships.



**Presented by: Helen Tsotsos, Success Dynamics**

*Helen Tsotsos, Principal of Success Dynamics, is a certified professional coach, trainer, and business leader. Ms. Tsotsos has successfully operated several businesses, managing business growth and development, as well as its people. She draws on her practical wisdom, business insights and extensive experience to support and challenge business owners in achieving bigger and better success. Some key developmental areas she has worked on with her clients include business leadership, crafting a powerful vision,*

*building creative strategies and effective action plans. Please visit [www.successdynamics.ca](http://www.successdynamics.ca) for further information.*

The Small Business Arts Forum is a City of Toronto, Economic Development & Culture initiative.

It is organized in collaboration with City of Toronto Culture, UrbanArts Community Arts Council, Cultural Careers Council Ontario (WorkinCulture.ca) and others bringing together an inspiring and informative day to help bring the *Arts into Business*.

*We hope you find this day informative and useful!*

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