

The Small Business Arts Forum is a City of Toronto Economic Development, Culture & Tourism Division initiative, organized in collaboration with the Ontario Ministry of Culture, Ontario Ministry of Small Business and Entrepreneurship, Toronto Artscape, Cultural Careers Council Ontario (CCCO), and others, bringing together an inspiring and informative day of Empowering the Entrepreneur in the Arts.



Cultural Careers Council Ontario
workinculture.ca



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Small Business Arts Forum 2009

Empowering the Entrepreneur in the Arts



Tuesday, March 17, 2009
9 a.m. to 4:30 p.m.

Toronto City Hall, 100 Queen St. West, 2nd Floor



www.enterprisetoronto.com

**Small Business Arts Forum Emcee - Katherine Roos,
Manager Enterprise Toronto, Economic Development
Culture and Tourism**

**Welcome – Rita Davies, Director Cultural Services,
City of Toronto**

9 a.m. - Council Chamber



**Keynote Speaker – Jeffrey Remedios, President and CEO,
Arts & Crafts Productions**

“The Future’s So Shady, We’ve Gotta Be Bright”

9:15 a.m. - Council Chamber

Jeffrey Remedios is the president and CEO of Arts & Crafts Productions, a Toronto-based independent music company he co-founded in 2002. Arts & Crafts offers expertise as a record label, management firm, merchandiser and music publisher in Canada and internationally, and boasts a roster of popular musicians including Broken Social Scene, Feist, Stars and The Stills.

Remedios is a business graduate from McMaster University and former promotions manager at Virgin Records/EMI. He was recently heralded by *Rolling Stone* magazine as one of the top insiders reshaping the music business.

Panel Discussion on Marketing

10 a.m. – Council Chamber

Creative Marketing – by Vernon Vautour

Discover how your creativity can be your best resource in developing promotional marketing strategies for your unique business.

Marketing on the Web – by Candace Carter

Ideas about marketing opportunities for artists on the Internet.

**Marketing and Outreach on a Limited Budget –
by Ella Cooper**

Promotional success through tips on building audiences, relationships and partnerships.

Panel Discussion on Creative Entrepreneurship

11 a.m. – Council Chamber

The Newest Trick in the Book – by Alana Wilcox

A look at making and selling traditional culture in a new economy—specifically, how new technologies and ways of doing business are changing the way book publishing works.

**Building and Sustaining Your Clients and Staff –
by Dameion Royes**

Promote and deliver a high, consistent level of customer service as a means to build and grow your client base. Address creative ways of keeping a healthy staff team for quality customer service, producing a vibrant business.

Transition and Transferring Creative Skills:

Business can be Creative – by Amanda Hancox

Tips on understanding transferable skills. What are they? What are yours? How can you use them to your best advantage?

Networking Session 1

12 p.m. – Council Chamber

Networking Skills – by Wendy Woods

Networking is a critical skill for being a successful entrepreneur. Build confidence, practice networking strategies, and develop an action plan in this interactive workshop.

BREAK

12:30 – 1:30 p.m.

The Members’ Lounge is available for continued networking during the break. Bring your lunch.

Panel Discussion on Finances

1:30 p.m. – Council Chamber

**What you need to know about your finances –
by Halley Malone**

The importance of sound financial management, budgeting and understanding what lenders are looking for.

Taxes and Your Creative Career – by Peter Messaline

Tips on the joys of record keeping and planning your future.

Managing Risk and Creativity – by Jason Baerg

Tips on acquiring financial skills and planning your creative resources.

Panel Discussion on Legal Issues

2:30 p.m. – Council Chamber

SOCAN-affiliated members – by Rodney Murphy

Information about the Canadian copyright collective that administers the performing rights of more than 90,000 artist members.

**SOCAN: Licensing the use of music in Canada –
by Craig Brockie**

Collecting licence fees on behalf of its members—for their copyright-protected work—and distributing royalties to them.

Intellectual Property – by Michael Carey

The most common types of intellectual property are copyrights, patents and trademarks. Understand the difference between them and the protection provided by the law.

Networking Session 2

3:30 p.m. – Council Chamber

Networking Skills – by Wendy Woods

Networking is a critical skill for being a successful entrepreneur. Build confidence, practice networking strategies and develop an action plan in this interactive workshop.