



OHIO ARTS PRESENTERS NETWORK

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## 2011 OAPN ANNUAL SHOWCASE CONFERENCE Professional Development Workshops\* October 24, 2011

### **HAVE I GOT A DEAL FOR YOU: CONTRACT NEGOTIATION**

*Abby Wells Baas, William Morris Endeavor Entertainment*

Booking concerts is a different experience from booking Broadway, from negotiating the deal to current terminology. We will go through it step by step, from making the offer to executing the contract. This is for the new presenter and those who are interested in learning new ideas and techniques to make contract negotiation work smoothly for all parties involved. From artist fees, to technical requirements and hospitality, this workshop will help give you some insight on how you can make it work.

### **SOCIAL NETWORKING: WHAT YOU WANTED TO KNOW BUT WERE AFRAID TO ASK**

*Joe Vargo-Experience Columbus*

BACK BY POPULAR DEMAND! Everyone's talking about social media. Billions of people use it every day and it has revolutionized the way we share information, market our events and communicate. How can Facebook, Linked In, Twitter and other media work for you? This workshop is for the presenter, artist management, artist and anyone who wants to learn more.

### **POWER OF QUESTIONS**

*Dorothy Leeds-Author and Expert, the "Questioning Crusader"*

For performing artists, agents and managers a major part of getting booked is selling to presenters. Presenters must sell to their audiences. To persuade effectively, you must uncover needs and wants, build relationships and gain commitments. The object of persuasion is to change people's buying habits and decisions. Thought is what precedes change and all thinking is stimulated by questions. Smart questions accomplish all of the above and more. You will walk out of this session armed with the "smart" questions and a greater understanding of the differences between statements and questions.

### **YOU ARE THE ARTS ADVOCATE WE'VE BEEN LOOKING FOR**

*Christy Farnbauch-Strategic Links, LLC; Dr. Mara J. Gross-Ohio Alliance for Arts Education; Tim Katz-Greater Columbus Arts Council*

*Facilitated by Donna Collins-Ohio Alliance for Arts Education and Ohio Citizens for the Arts*

Join us for a lively discussion about the value of advocacy and how it impacts policy at the local, state and national levels. Learn about the tips and strategies arts advocates use when meeting with elected officials, from members of the school board to members of Congress. We are the voice for public funding of the arts and you are the arts advocate we've been looking for! We hope the audience members will include you!

*\*Each workshop was presented in the morning and repeated in the afternoon.*