

We are very pleased to announce the schedule for our 2010 So You Wanna Seminars, which we have now expanded to full day seminars, incorporating training, workshops and networking opportunities and supported by Enterprise Connect under a Federal government initiative to enable small to medium businesses to gain access to important skills and networking opportunities.

These series of seminars / workshops are run by the Auspicious Arts Incubator and are designed to build sustainable creative arts businesses. Held on the last Thursday of each month, each full day seminar focuses on building various aspects of your small arts business and will be run by our executive director, John Paul Fischbach (with occasional guest speakers with extensive industry experience).

There will be five full-day seminars held this year. Each day will run from *9am to 4pm (with catered morning and afternoon tea)*. The cost of these days is minimal (just \$90) and for three of our seminars you will enjoy a rebate of \$70 on attendance.

**1. So you wanna... Do Smarter, More Effective Marketing' (Thursday 29th July)**  
*with \$70 rebate\**

This was our most popular and most requested seminar for 2009. John Paul Fischbach will introduce you to the world of value based marketing for creative arts businesses. Learn how to do smarter, more effective marketing with a focus on the value of your product and customer needs (rather than on the product itself) and the strategic measures you can take to maximise the return on your marketing expenditure. AND this year you will also be part of an afternoon session where you will actually build a real value based marketing plan.

**2&3. So you wanna... Effectively Use Social Marketing (August & September)**

Our social marketing seminars were stand-out successes last year and deal with the world of digital marketing (e-mail marketing campaigns, SMS campaigns, social networking through facebook and twitter, web 2.0 etc), focusing on how to build anticipation for your show, manage expectations and establish a relationship with your audience.

Due to the huge amount of content that we cover in social marketing, this year we have split the topic in two, with the first day featuring international speaker Rebecca Coleman - see her website for more information [www.rebeccacoleman.ca](http://www.rebeccacoleman.ca)

*Part 1 (Thursday 26th August) with special guest Rebecca Coleman*

*Part 2 (Thursday 30th September)*

**4. So you wanna... create Business Partnerships (Thursday 28th October) with \$70 rebate\***

In 2009 we held three major partnering events; this year we bring it all together for one very special (and limited) event where you will meet the people who could buy your shows and partner with you to develop your shows (morning seminar) and also learn how to pitch your ideas and your shows (afternoon workshop)

**5. So you wanna... Tour the State, the Country, and the World - and not only survive but thrive! (Thursday 25th November) with \$70 rebate\***

Learn how to survive (and thrive) in the touring marketplace with a seminar including a 'who's who' in touring in Australia, where we will provide you with detailed and up-to-date information on the major touring bodies and organisations in the country. After lunch we will launch into a series of presentations (with Q&A) by producers and theatre makers who have successfully toured their shows either nationally or internationally - or both (and survived!!!)

**Note that the location for all seminars is still to be determined but will be in Melbourne.**

## **SPECIAL WIIN REBATTE DETAILS**

All seminars are only \$90 but three seminars -- 1 (Do Smarter, More Effective Marketing), 4 (Navigate lasting and effective partnerships) and 5 (tour the state, the country, the world) -- will enjoy rebate of \$70 (which you will receive on arrival at the seminar). So book online (with your credit cards) and for these three seminars, you'll receive your \$70 in cash on arrival.

## **NEXT SO YOU WANNA SEMINAR DETAILS**

**So you wanna... Do Smarter, More Effective Marketing'  
(Thursday 29th July) with \$70 rebate (received on arrival)**

**WHAT:** A Seminar run by our executive director, John Paul Fischbach, on value based marketing for creative arts businesses. Learn how to do smarter, more effective marketing with a focus on the value of your product and customer needs (rather than on the product itself) and the strategic measures you can take to maximise the return on your marketing expenditure. AND this year you will also be part of an afternoon session where you will actually build a real value based marketing plan.

**WHERE:** South Melbourne Town Hall theatrette (210 Bank St, South Melbourne)

**WHEN:** Thursday 29th July, 2009 HOW MUCH: \$90 (with \$70 rebate you receive on arrival)

**BOOK NOW:** Go to <http://www.trybooking.com/622>

**CONTACT DETAILS:** Mark Crees - Resident Producer w: (03) 8682 0470 e: mark@auspicious.com.au m: 0432 727 740

### ***Some comments from last year's participants:***

*It was a fantastic experience, can't wait for the next one. I feel like I can take on the world!  
WhooYeah!*

*It was really worthwhile to attend and I've already signed up for the next one.*

*...straight forward, easy to digest delivery of this important and useful information*

*The information was so accessible. The concepts were easy and the case studies helped put them into context.*

*Such a positive experience, and really cut away that feeling of being alone writing grants, without support trying to get things happening. Also put out on the table straight away things that would take me a while to find out or understand about.*

*...honest exploration of an 'oh-so-often-ignored-and-marginalised-area', so sick of people just blowing smoke up my ass, and so refreshing to hear about (and experience) integrating arts and business skills. No one ever told us at drama school that we were creating arts businesses, but that's what we're doing so this seminar was ace!*

### **The So You Wanna Seminars are Supported by**



An Australian Government Initiative



Shaping Business, Transforming Industry

Enterprise Connect is a \$50 million a year Australian Government initiative that provides support to eligible Australian small and medium sized businesses. Core services include a Business Review for eligible businesses at no charge to firms and grant assistance to implement recommendations flowing from the Business Review. For more information visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) or call the Hotline on 131 791.