

Registration Form

Registrations are accepted by telephone, this is the quickest way to book your spot. Please call us toll-free at 1-877-890-8850 to register or for further information. Registrations can also be sent by fax or mail. Register online at www.carfaontario.ca/about/professional_development_courses

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____ Phone Number _____

Email: _____

Costs

Single Teleseminar:	Member Rate: \$120	Non-Member Rate: \$150
Any Two Teleseminars:	Member Rate: \$200	Non-Member Rate: \$250
Any Three Teleseminars:	Member Rate: \$280	Non-Member Rate: \$350
All Four Teleseminars:	Member Rate: \$300	Non-Member Rate: \$375

Prices include required textbook (including shipping and handling) but not GST.

I would like to take the following teleseminars:

- | | |
|--|---|
| <input type="checkbox"/> Legal Information for Visual Artists | <input type="checkbox"/> Marketing for Visual Artists |
| <input type="checkbox"/> Financial Management for Visual Artists | <input type="checkbox"/> Grant Writing for Visual Artists |

Total number of teleseminars: _____ Fee \$ _____ + 5% GST _____ = Total Fee \$ _____

I would like to pay by:

- Cheque/Money Order (payable to CARFAC Ontario)
 Visa (if you wish to pay with another credit card, please register online)

Visa Card Number _____

Expiry date: m/y _____ Cardholder Name _____

Signature _____

Registration forms may be faxed to: 416.340.7653. Or mailed to:
CARFAC Ontario, 401 Richmond Street West, Suite #440, Toronto ON M5V 3A8.

PLEASE NOTE: Course materials will need to be provided for participants prior to the first night of class. All books will be mailed prior to the beginning of class, so please make sure to register with enough time to receive your textbook in the mail. **Handouts will be distributed by email.** If you are unable to receive email attachments, please indicate this at the time of registration, so that handouts can be mailed by Canada Post. CARFAC Ontario cannot assume responsibility if you do not provide enough time to receive your materials through the post.

CARFAC Ontario reserves the right to cancel classes due to low enrollment. Refunds will be issued in the event of cancellations. To receive the member rate, your CARFAC Ontario membership must be valid at the time of payment. Payment for workshops must be received at time of booking. Registrations cancelled without a minimum of 48 hours notice will incur a cancellation fee. No refunds will be given after the first class in any one series.

Career Skills Teleseminars for Artists *Brought Directly to Your Home!*

Workshop Topics:

Legal Information

Marketing

Grant Writing

Financial Management



CARFAC Ontario is launching a pilot project focusing on the professional development needs of artists outside major urban areas. These practical workshops will cover important subjects that artists need to understand to manage the business side of their careers, including: legal issues; marketing and promotion; writing grant applications; and financial management. Participants will gain knowledge and skills that directly relate to the business of managing their careers as self-employed artists, and are appropriate for artists at all stages of their careers.

All workshops will be offered as teleseminars in order to reach artists in a range of regions around the province at the same time. Also called teleconferences, teleseminars are workshops that are delivered entirely via telephone. You will be provided with a toll-free telephone number and a password in order to access the workshop. You can dial in from any location to take part in the workshop, and the only equipment you require is a telephone (land line preferred). Supplementary materials such as textbooks and handouts will be provided prior to the workshop. Teleseminars are made possible through the generous support of Torys LLP, a Toronto-based international law firm.



Marketing for Visual Artists

Instructor: Lesley Phimister

Dates: Tuesdays, April 15, 22 and 29, 6:30 to 8:30 pm

Course Overview

This course takes a positive approach to the marketing of art and assumes that artists possess many skills and attributes required for promoting a successful art business. Emerging artists looking to start marketing their work or established artists looking for new tips and tools will find this course useful. Course readings, group discussions and homework assignments will be used to complement the topics listed below.

Topics covered

Mental roadblocks: definitions of success and getting over rejection; getting organized: simple marketing tips and starting a marketing plan; representing yourself: the 30 Second verbal script and contact lists; components of a marketing toolkit: artist statements; media releases and artist bios; and websites: realistic expectations and when to call the experts.

Grant Writing for Visual Artists

Instructor: Barbara Gilbert (with a representative from the Ontario Arts Council)

Dates: Tuesdays, May 13, 20 and 27, 6:30 to 8:30 pm

Course overview

In the first session, a representative from the OAC will provide information on the granting process in general; the jury process; helpful hints; and answer questions. In the remaining sessions, Ms. Gilbert will discuss information such as: effective writing and editing skills; application requirements; the importance of quality documentation; and common mistakes. Opportunities to share an in-progress application with the class will allow for constructive criticism.

Topics covered:

Writing and editing basics; Artist statements; The jury process; Documentation; Proposal writing; Common mistakes.

Please see website for instructor biographies and further details:
www.carfaontario.ca/about/professional_development_courses

Legal Information for Artists

Instructors: Eric Boehm and Susan Kushneryk, Torys LLP

Dates: Tuesdays, June 3 and 10, 6:30 to 8:30 pm

Course Overview

Many artists find the legal aspects of managing their art careers to be complicated and confusing. This course will educate you on the benefits of using contracts in your professional dealings; definitions of common legal words; legal words to avoid; an overview of artistic copyright; and tips for negotiating agreements that protect your interests. You will also learn about ways to enforce and protect your legal rights should you encounter problems, such as small claims court.

Topics covered:

Common legal terms & their definitions; Tips for negotiating contracts; Copyright and moral rights; Enforcing & protecting your legal rights.

Financial Management for Visual Artists

Instructor: Brian Borts

Dates: Tuesdays, September 9, 16 and 23, 6:30 to 8:30 PM

Course overview

In this course you will learn: simple record keeping techniques, how to create a budget and cash flow systems, how to apply for PST and GST numbers, art donation particulars, inventory tracking, what are and are not eligible business expenses, basics of taxation. This course is designed for artists who want to be more in control of the business side of managing their art careers. If you do your own taxes, have someone else do your taxes, donate art work to charities, write off business expenses and have a PST or GST number or want to apply for one, then this course is a must.

Topics covered

PST and GST (registration and reporting); Organized record keeping; Taxation; Eligible business expenses; Budgets and cash flow maintenance; Inventory; and Art donations.

