



Summer 2009 National Arts Marketing Project Workshop

THE WEB FRONTIER: ASK WHAT TECHNOLOGY CAN DO FOR YOU 3 Sessions with PHILIPPE RAVANAS

Thursday, September 17th and Friday, September 18th, 2009

Sept 17 - Morning Session / 9am to 12 noon: “WHAT WEBSITE FOR WHAT PURPOSE?”

The Internet has changed the way people find, order and experience cultural products. For many consumers, your website is the main point of entry and contact with your organization. This new cultural shift is transforming traditional marketing methods through new technologies. This session will focus on mastering the web for marketing purposes by developing an effective and efficient website - easy to navigate, easy to track and friendly to search engines.

Sept 17 - Afternoon Session / 1pm to 4 pm: “EMAIL OR SNAIL MAIL?”

Direct marketing - which consists of direct connections with carefully targeted individual consumers to obtain an immediate response – offers many advantages over traditional advertising. This session will present key success factors in direct marketing and will cover the effective use of email for direct marketing purposes, from understanding the legal framework, leveraging and maintaining databases, developing a compelling message and an efficient layout, to valuable results tracking.

Sept 18 - Morning Session / 9am to 12 noon: “WEB 2. WHAT?”

No Money? No Matter! The new social media (often referred to as Web 2.0) offers many inexpensive and innovative tools for collaboration and word-of-mouth networking. This workshop will provide an understanding of these new tools and present a smorgasbord of low-cost marketing ideas using blogs, Facebook, Myspace and Twitter.



Philippe Ravanas, a native of France, is a Marketing Professor in the Graduate Arts Management program at Columbia College Chicago. He is the past Vice President of Corporate Communications for Euro Disney in Paris and the past Manager of Client Development for Christie's in London and New York. Ravanas specializes in advising arts organizations on integrating technology in the marketing process and has written extensively on the subject.

LOCATION: Room 304 (2nd Floor), The EpiCenter, 13805 – 58th Street N., Clearwater, FL
– FREE PARKING and THE WAVE CAFÉ are available -

Registrations taken all summer through September 10th

An e-mail confirmation will be sent upon receipt of payment.

Questions? Phone Cultural Affairs at 727.453.7860

WORKSHOP FEE: \$20 per person

Fee covers all three workshop sessions (1½ days)

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REGISTRATION FORM Please PRINT clearly!

September 17 + 18 WEB FRONTIER WORKSHOP

Please submit no later than September 10th

Organization _____ Phone #: (_____) _____

Name _____ E-mail: _____

Name _____ E-mail: _____

Name _____ E-mail: _____

_____ **\$20 Enclosed per person.** Check is payable to: *Pinellas County BOCC*. Please return this form with payment **no later than September 10th, 2009** to: **NAMP WEB MARKETING WORKSHOP**, PINELLAS COUNTY CULTURAL AFFAIRS, 13805 - 58th Street N., Suite #2-450, Clearwater, FL 33760.

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The workshops are presented by the Pinellas County Cultural Affairs Department and sponsored by the Arts & Business Council of Americans for the Arts' National Arts Marketing Project, and are made possible by a grant from the American Express Company.

The National Arts Marketing Project (NAMP) is funded by American Express and is a program of the Arts & Business Council, Americans for the Arts. NAMP helps art organizations across the U.S. strengthen and implement new marketing skills, audience development and increase earned income. Information provided to Pinellas County government, including email addresses and content, are subject to the broad provisions of the Florida Public Records Act, Florida Statutes Chapter 119 and may be subject to disclosure.