CAREER DEVELOPMENT WORKSHOP FOR MUSICIANS AND COMPOSERS
March 3, 2019
Hosted by Mallarmé Chamber Players, Durham, NC

Creative Capital’s intensive one day career development workshop will cover the topics of strategic planning, business management, goal setting, negotiations, collaborations and marketing— all geared towards the specific needs and circumstances of musicians and composers. Participants will learn key business, management, and communications skills and hear first-hand from artists how these tools can be used to achieve success—as they define it. In addition to lecture presentations, participants participate in interactive exercises, hear artist case studies, have the opportunity to meet with leaders in small working groups, and are given a Strategic Planning workbook to help guide their process. The workshop will be co-led by musician/composer and Creative Capital Awardee artist Byron Au Yong and strategic planning consultant Colleen Keegan.

Key Skills Participants Learn:

• A personalized system for using strategic planning to increase your satisfaction in your life and career
• Improved communication techniques to represent and negotiate with clarity and confidence,
• Strategies for balancing time and money
• Essentials for running your art practice as a small, independent business, including employment, contracts, incorporation options, budgeting and cash flow
• How to write and use a business plan and why it is crucial to both personal and professional development
• How to integrate promoting your work into your everyday artistic life and consider it an extension of the creative process
• Best practices for online promotion, including artist websites, blogs, and social media
• Strategies for collaborations and partnerships, including cross genre partnerships and for multi-faceted projects

Participants Leave the Workshop With:

• A personalized plan of action based on your own goals for your art career
• A community of informed and educated peer artists (including participants and workshop leaders) who can act as resources for future endeavors
• The Strategic Planning Workbook, which includes exercises and evaluation processes to work toward your own personal goal setting and financial management

PARTICIPANT QUOTES:

“I was given the tools to create a plan to put my energy and efforts to use. I can now spend my time crafting the life I want instead of surviving in a world of uncertainty... I feel as if this was the most relevant class I’ve ever taken.” – Workshop Participant, New York City

“By far the most transformative day I’ve experienced. I will leave today with such a different perspective on my practice and goals. It was like looking up & realizing there is a sky.” –Workshop Participant, San Francisco

“All artists should participate in this workshop! The combination of working artists and consultants as leaders was very powerful. Real life success stories were inspirational. I liked the fact that we were not spoon fed, that we were free to adopt what was offered to our own situation.”
– Workshop Participant, Pennsylvania

WORKSHOP LEADERS
Byron Au Yong composes songs of dislocation informed by the American Dream and sustainability. Examples include the Creative Capital awarded project *Stuck Elevator*, premiered at American Conservatory Theatre, *Kidnapping Water: Bottled Operas*, performed in 64 waterways throughout greater Seattle, *Turbine*, commissioned by Leah Stein Dance Company and Mendelsohn Club of Philadelphia, *Occupy Orchestra* 無量園 *Infinity Garden*, performed by the Chicago Composers Orchestra, and *Piano Concerto–Houston*, for 11 pianists, commissioned by the University of Houston Cynthia Woods Mitchell Center for the Arts. Byron has been artist-in-residence with the A/P/A Institute at NYU, Center for Migration and the Global City at Rutgers University, International Festival of Arts & Ideas, Montalvo Arts Center, TheatreWorks Silicon Valley, Westminster Choir College, Weston Playhouse, Sundance Institute Theatre Labs, Virginia Tech Center for the Arts, and Yale Institute for Music Theatre. Honors include a Bay Area Theatre Critics Circle Award, Ford Foundation Fellowship, and Time Warner Foundation Fellowship. Internationally, Au Yong has received support from Aldeburgh Music in the UK and the Dragon Foundation in Hong Kong. He teaches in Performing Arts & Social Justice at the University of San Francisco. Learn more about his work at [www.hearbyron.com](http://www.hearbyron.com)

Colleen Keegan is a corporate Strategic Planner and Arts Activist. She is a partner in Keegan Fowler Companies, an equity investment and consulting firm specialized in providing strategic planning and business affairs services to companies in the communications and entertainment industries. Previously, Keegan served as the president of Pacific Arts Video Production and Washington Video Services. She also worked as a producer for MTV Networks, WETA and Showtime. Keegan is the co-chair of the endowment committee for The Creative Capital Foundation and the Creator of the Creative Capital Strategic Planning Program for Artists and the Executor of the Theo Westenberger Estate and the administer of the Westenberger grants and fellowships for art and conservation. Keegan is the art business adviser for the TED Fellows program and the Co-Chair of the TED Fellows Arts Committee. She has served on numerous Boards of Directors and advisory boards including the American Refugee Committee, ARTHOME, Artists for Obama, Foundation for Artist Books, The Center for Creative Arts Berlin, Emily/s list, I.D.E.A.S. 40203, One Million Bones, Moveopolis, The MS Foundation. The NOW legal Defense Fund, Show of Force, Picture Projects. The Texas Film Commissions. She lectures on art and new markets at California College of Art, Cal Arts, and the Wharton Business School among others.

About Creative Capital
Creative Capital supports innovative and adventurous artists across the country through funding, counsel and career development services. Our pioneering venture philanthropy approach helps artists working in all creative disciplines realize their visions and build sustainable practices. Made possible through public and private philanthropy, Creative Capital has committed $45 million in financial and advisory support to 561 projects representing 700 artists, and our peer-to-peer career development program has reached more than 15,000 artists in 700 communities through in person and online workshops. [http://www.creative-capital.org](http://www.creative-capital.org)