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## **ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE**

**REGINA AND SASKATOON PROGRAM INFORMATION FOR 2017-2018**

***REGISTRATION CLOSES: January 5, 2018***

The Arts Entrepreneurship & Business Development Course assists Saskatchewan artists and arts entrepreneurs to develop sustainable careers or business ventures in the province. The course is offered by the Saskatchewan Arts Board and Creative Saskatchewan in partnership with Conexus.

*Applications are received on a first-come, first-served basis, and space is limited.*

**FOR QUESTIONS ABOUT THE APPLICATION OR CLOSING DATE, CONTACT:**

***Saskatchewan Arts Board***  
(306) 787-4056 (Regina) or 1-800-667-7526 (Toll-free)  
[aebdc@saskartsboard.ca](mailto:aebdc@saskartsboard.ca)

*or*

***Phyllis Lodoen***  
(306) 260-5622 (Saskatoon)  
[lodoen.p@gmail.com](mailto:lodoen.p@gmail.com)





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## ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE REGINA AND SASKATOON PROGRAM INFORMATION

### Purpose

The Arts Entrepreneurship & Business Development Course (AEBDC), delivered over three 2-day weekend workshops and supported with three personalized coaching sessions, assists Saskatchewan artists and arts entrepreneurs to develop sustainable, secure careers and/or businesses in the province of Saskatchewan.

### Objectives

This course introduces the tools you need to turn your creative practice into a sustainable, revenue-generating career or business venture. The course is designed to provide you with the learning and supportive structure to develop a career or business model, a long-term plan to activate the model, and a business-to-business/peer-to-peer network.

By the end of the course, you will have developed a career or business model, a long-term plan to activate the model and a business-to-business/peer-to-peer network.

You will leave the course with:

- an improved understanding of yourself as an entrepreneur and your career as a business;
- articulated commercial goals, opportunities and challenges;
- a business model draft ready to test in the market place;
- an improved understanding of how to market your work and a drafted marketing plan;
- an improved understanding of how to manage your profits wisely and a drafted financial plan;
- an improved understanding of how to apply for grants;
- an improved understanding of how to tell your stories and drafts of your artist statement, bio and the business model narrative;
- an improved understanding of the legalities involved in protecting your work and your ventures;
- a roadmap for launching or growing your venture; and
- a 3-month and 1-year action plan.

You will also access three half-hour coaching sessions during the course to address individual challenges and successes.

### Eligibility

#### Eligible Applicants:

Saskatchewan artists and arts entrepreneurs who are Canadian Citizens or Permanent Residents of Canada, Saskatchewan residents, as per the requirements of this course<sup>1</sup>, with an established art practice or an identified business opportunity.

<sup>1</sup> For the purpose of this course, a Saskatchewan resident has lived and pursued their creative work and careers in the province for a minimum of one year prior to the date of making this application; has a permanent physical address in Saskatchewan, and lives in Saskatchewan for at least six months in a year.

*Proof of residency can be verified with documentation that may include, but is not limited to: a valid Saskatchewan health registration card, a valid Saskatchewan driver's license, and/or evidence of income taxes paid in the previous year as a Saskatchewan resident.*

## Registration Process

- Eligible applications will be approved on a first-come, first-served basis. If you are unable to submit an application prior to 4:30 pm on the registration closing date, contact the Arts Board to see if there is space left and time to register.
- Candidates will be interviewed by phone to gain a better understanding of their eligibility for the course.
- Candidates will be notified regarding their acceptance into the program by email and asked to confirm their participation.

## Key Dates

| <b>Key Dates: Regina and Saskatoon</b> |                            |
|--|----------------------------|
| Registration opens                     | Aug. 15, 2017              |
| <b>Registration closes</b>             | <b>Jan. 5, 2018</b>        |
| Interviews (by telephone)              | Ongoing, ends Jan. 9, 2018 |
| Registration confirmation (by email)   | Jan. 9, 2018               |
| Participant fees due                   | Jan. 10, 2018              |
| Pre-workshop materials available       | Jan. 10, 2018              |
| Workshop 1 delivery                    | Jan. 13-14, 2018           |
| Coaching 1 (online or phone)           | Between workshops 1 and 2  |
| Workshop 2 delivery                    | Feb. 10-11, 2018           |
| Coaching 2 (online or phone)           | Between workshops 2 and 3  |
| Workshop 3 delivery                    | Mar. 10-11, 2018           |
| Coaching 3 (online or phone)           | After workshop 3           |

## Course Location

### **REGINA:**

Saskatchewan Arts Board  
1355 Broad Street  
Regina SK

### **SASKATOON:**

Saskatchewan Arts Board  
201 Avenue B South  
Saskatoon SK

Classes will be linked by videoconference, with instructors and guest experts at each location.

## Course Instructor

**Lead Instructor:** Phyllis Lodoen  
Entrepreneurship Trainer and Coach  
Phone: (306) 260-5622 in Saskatoon  
E-mail: [lodoen.p@gmail.com](mailto:lodoen.p@gmail.com)  
Office Hours: Tuesday to Thursday, 10:00 a.m. to 4:00 p.m.

## Course Outline

Pre-Workshop Activities: Participant Preparation  
(Estimated time commitment: 2-6 hours)

One to two weeks in advance of Workshop 1, you will receive presentation materials, including activities for early-stage engagement to maximize the value of the course. You will start the course having already identified a career or business opportunity; a description of the value you are offering: "the job to be done"; your potential customers (funders, end-users etc.); and a brief rationale as to why you believe your venture will be successful (2 pages).

Workshop 1: Entrepreneurial Self-Assessment and Business Model Generation  
(Estimated time commitment: 2 days)

In the first component of the course, you will undertake an internal assessment of your capacity and readiness for entrepreneurship. Through the process of the business model canvas, entrepreneurial opportunities will be identified and assessed, and a business model developed.

*Course Outline continued...*

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|---|---|
| Course<br>Outline<br><i>(continued)</i> | <p><u>Between-Workshop Activities: Business Model Refinement and Experimentation</u><br/>(Estimated time commitment: 2-6 hours)</p> <p>You will begin to test assumptions in your business model draft. You will also schedule your first half-hour coaching sessions during this section of the course.</p> <p><u>Workshop 2: Marketing and Financial Strategies</u><br/>(Estimated time commitment: 2 days)</p> <p>This workshop builds on the business model developed during Workshop 1, focusing on drafting your marketing and financial plans and understanding the legal concepts that can affect the viability of your venture.</p> <p><u>Between-Workshop Activities: Business Model Refinement and Experimentation</u><br/>(Estimated time commitment: 2-6 hours)</p> <p>You will re-evaluate your business model draft based on newly acquired marketing and financial knowledge. You will also schedule your second half-hour coaching sessions during this section of the course.</p> <p><u>Workshop 3: Making Your Pitch, Grant Proposals and Funding Applications</u><br/>(Estimated time commitment: 2 days)</p> <p>This workshop ensures you have the tools you need to move forward with your plans. It focuses on short- and long-term planning and financing your business activities, as well as putting the pieces together to articulate the stories of you and your venture.</p> |
| Course<br>Fee                           | <p>The course fee is <b>\$250</b> (<i>non-refundable</i>), payable to the Saskatchewan Arts Board. Payment is due by January 10, 2018, unless alternate arrangements are approved. Payment may be made by <b>Picatic</b>, and instructions will be emailed with registration confirmation.</p>  |
| Evaluation<br>and<br>Feedback           | <p>After the course, you will be asked to provide feedback on the content, the instruction methods, the guest speakers and the coaches. Evaluation forms will be utilized, but we also encourage ongoing input in class.</p>  |
| Course<br>Etiquette                     | <ul style="list-style-type: none"> <li>• <b>Workshops start at 8:30 a.m. and end at 4:30 p.m. each day. Please be on time for the class, and expect to stay for the full day.</b></li> <li>• Respect each other. If someone else is talking, don't interrupt. We can learn from each other.</li> <li>• Participation in classroom activities is essential to your success in the program.</li> <li>• Please bring your own lunches and snacks. Coffee, tea and juice will be provided.</li> <li>• Please do not wear cologne or perfume to the class.</li> <li>• Don't be afraid to ask questions! The only "stupid" question is the one that wasn't asked.</li> <li>• Enjoy this experience!</li> </ul>  |