

# **GROWING CREATIVE CAREERS: WINDSOR & REGION**

## **Overview Summary + Proposed Schedule**

### **COHORT 4 – BUILDING CAREER CAPACITY**

#### **OVERVIEW**

This cohort is geared towards participants looking to develop or expand their creative careers and bring it to the next phase. The topics will be delivered in a progressive way that is meant to be complementary and provide information and resources to support a well-rounded professional career in the cultural sector. The topics selected, were highlighted as priority learning areas during our recent GCC: Windsor Sector Profile and Professional Needs Assessment (February 2023).

Artists of all disciplines (musicians, visual artists, authors, playwrights, craft artists, filmmakers, dancers, etc.), community Arts Workers, and non-Arts organizations looking to insert topic outcomes, and more will benefit from peer-to-peer support, templates and worksheets, resources, and information sessions tailored to support the Windsor-Essex creative community.

Participants will work together to develop and workshop their ideas with peers.

#### **LEARNING OUTCOMES:**

Participants will:

- Learn key elements to create and support a stronger marketing strategy.
- Learn about key project management phases and processes to support their next creative project.
- Learn about data collection and measurement can support a better understanding of their work's impact and how to reach their audiences/the people they serve.
- Learn about business basics and how you could turn your creative or artistic practice into a creative business.
- Learn more about entrepreneurship and how their skills and experience could translate into a new revenue stream (e.g. consultancy, teaching, etc.).

Review the schedule for more information about the training content. If you are unsure if your project idea is the right fit for this program, please contact Stephanie Draker, Program Manager to discuss:

[stephaniedraker@workinculture.ca](mailto:stephaniedraker@workinculture.ca)

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#### SCHEDULE

**Note: This cohort will primarily be delivered in-person with access to online resources to support your learning.**

*Session topics may change or be refined according to participant needs identified through the application process and ongoing evaluation. Certain sessions may feature guest speakers – more details will be provided within the welcome package. The schedule timing may also change and WorkInCulture staff will endeavor to provide ample notice of any changes.*

Date	Time	Delivery Format	Training
Thursday April 20, 2023	6pm – 8pm	<b>ONLINE - ZOOM</b>	<b>An Introduction to Building your Career Capacity in the Arts</b>  <i>An overview of career planning for artists and arts professionals and why marketing, project management, data analysis and creative business skills are essential to supporting a career in the arts and culture sector. Receive expert advice from our facilitator Nadja Pelkey and network with peers from the Windsor-Essex creative community!</i>
Saturday April 29, 2023	10am – 4pm	<b>IN-PERSON</b> Venue: <a href="#">Windsor Essex Small Business and Entrepreneurship Centre.</a>	<b>Marketing for Creatives and Arts Professionals</b>  <i>Learn essential marketing skills to support the creative work you produce, present, promote or sell, including web presence, e-commerce, social media, audience/client engagement, AI tools and more.</i>  <b>Lunch and refreshments will be provided.</b>
Saturday May 13, 2023	10am – 4pm	<b>IN-PERSON</b> Venue: <a href="#">Windsor Essex Small Business and Entrepreneurship Centre.</a>	<b>Project Management for Creatives and Arts Professionals</b>  <i>Project management foundations and practices to build administrative capacity. Learn to set goals, work with stakeholders, and bring your project from idea to implementation.</i>  <b>Lunch and refreshments will be provided.</b>
Saturday May 27, 2023	10am – 4pm	<b>IN-PERSON</b> Venue: <a href="#">Windsor Essex Small</a>	<b>Data Collection and Analysis for the Arts</b>

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		<a href="#">Business and Entrepreneurship Centre.</a>	<p>Learn key data points to collect and interpret to learn how to optimize your process, understand your impact, and engage with your audience. This session will cover data collection and analysis as well as data storytelling. Project measurement tools and analysis.</p> <p><b>Lunch and refreshments will be provided.</b></p>
<b>Saturday June 10, 2023</b>	10am – 4pm	<b>IN-PERSON</b> <b>Venue:</b> <a href="#">Windsor Essex Small Business and Entrepreneurship Centre.</a>	<p><b>Creative Business Launch</b></p> <p>Co-delivered with the SBEC, this session will provide artists and creative professionals with foundational business skills and an overview of how to start a creative business or become an entrepreneur. Whether you are an individual artist, entrepreneur, arts organization, or collaborative group, these foundational skills will help you with the administration of your creative practice or programming.</p> <p><b>Lunch and refreshments will be provided.</b></p>

**A note about the sessions:** Priority will be given to participants who register and are accepted into the programming series during the initial registration period (open until April 16, 2023). Registration for specific sessions may be extended on a case-by-case basis if there are spaces remaining. **We advise registrants to sign up for, and attend all of the sessions in order to get the most out of the program.**

**Other time commitment notes:** Cohort participants are encouraged to attend all training sessions, actively engage in the workshops (both in-person and virtual) through group discussions and activities, and complete exercises and assignments. In addition, to qualify for a completion certificate, participants must attend a minimum of 3 of the in-person training session, must actively engage during the sessions, and complete any assignment/presentation components.

Participants may also be expected to spend an additional 2–3 hours in-between sessions reviewing additional resources and completing other exercises.

You can find the FAQs and other project information at:

<https://www.workinculture.ca/windsor>

If you have any additional questions please be in touch with Stephanie Draker, Program Manager at [stephaniedraker@workinculture.ca](mailto:stephaniedraker@workinculture.ca)