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**ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE
E-LEARNING PROGRAM INFORMATION FOR 2017-2018**

REGISTRATION CLOSES:

September 22, 2017 (for E-Learning starting October 2, 2017)

January 12, 2018 (for E-Learning starting January 22, 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 DATES, CONTACT:

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

or

Phyllis Lodoen
(306) 260-5622 (Saskatoon)
lodoen.p@gmail.com





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ARTS ENTREPRENEURSHIP & BUSINESS DEVELOPMENT COURSE E-LEARNING PROGRAM INFORMATION

Purpose

The Arts Entrepreneurship & Business Development Course (AEBDC), delivered through eight self-directed modules with weekly group discussions and personalized coaching, assists Saskatchewan artists and creative entrepreneurs to develop sustainable, secure careers and/or businesses in the province of Saskatchewan.

AEBDC E-Learning is delivered throughout the province using Adobe Captivate Prime Learning Management System (LMS), which can be easily accessed by participants by signing up for an Adobe ID and following the links provided. Participants only require ready access to a computer with reliable internet access to make the most of the E-Learning experience.

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 four half-hour coaching sessions during the course to address individual challenges and successes, as well as weekly online group discussions via Skype, and a course discussion and message board monitored weekdays by the instructor that will remain active throughout the course.

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 course¹, with an established art practice or an identified business opportunity.

¹ 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

Key Dates: E-Learning (starting Oct. 2, 2017)	
Registration opens	Aug. 15, 2017
Registration closes	Sept. 22, 2017
Interviews (by telephone)	Ongoing, end Sept. 25, 2017
Registration confirmation (by email)	Sept. 25, 2017
Participant fees due	Sept. 26, 2017
Pre-workshop materials available	Sept. 26, 2017
October modules available	Oct. 2, 9, 16 and 23, 2017
November modules available	Nov. 6, 13, 20 and 27, 2017
Weekly online group discussions with Phyllis Lodoen (Wednesdays at 7:00 p.m.)	Oct. 4, 11, 18 and 25; Nov. 8, 15, 22, and 29, 2017
Discussion Board (always active during term)	Weekday monitoring by Phyllis Lodoen
Coaching (by telephone or Skype)	Four half-hour sessions to be scheduled, Oct. to Dec. 2017

Key Dates: E-Learning (starting Jan. 22, 2018)	
Registration opens	Aug. 15, 2017
Registration closes	Jan. 12, 2018
Interviews (by telephone)	Ongoing, end Jan. 16, 2018
Registration confirmation (by email)	Jan. 16, 2018
Participant fees due	Jan. 17, 2018
Pre-workshop materials available	Jan. 17, 2018
January modules available	Jan. 22 and 29, 2018
February modules available	Feb. 5, 12 and 26, 2018
March modules available	Mar. 5, 12, and 19, 2018
Weekly online group discussions with Phyllis Lodoen (Wednesdays at 7:00 p.m.)	Jan. 24, 31; Feb. 7, 14, 28; Mar. 7, 14, 21, 2018
Discussion Board (always active during term)	Weekday monitoring by Phyllis Lodoen
Coaching (by telephone or Skype)	Four half-hour sessions to be scheduled, Jan. to Mar. 2018

Course Instructor	<p>Lead Instructor and Coach: Phyllis Lodoen Entrepreneurship Trainer and Coach Phone: (306) 260-5622 in Saskatoon E-mail: lodoen.p@gmail.com Office Hours: Tuesday to Thursday, 10:00 a.m. to 4:00 p.m.</p>
Course Outline	<p><u>Preparation – Welcome: Getting Started</u> Get started with the Welcome to the Arts Entrepreneurship and Business Development Course. Kickstart your learning experience with some great tools to organize your ideas and make the most of your time.</p> <p><u>Module 1: Entrepreneurship</u> Become aware of yourself as an entrepreneur, and understand your creative practice as a business venture. You will explore your entrepreneurial capacity and articulate your commercial goals, opportunities and challenges.</p> <p><u>Module 2: Business Model Generation</u> Business model generation is a way for you to create, test, restructure, test some more – and when you are satisfied that it will work, implement your business idea. It's a low-risk way to learn that it is not only the successes that provide valuable lessons; it is also the failures. You can capture your entire business model on a one-page "Canvas".</p> <p><u>Module 3: Marketing</u> Your market assessment, strategy and promotional plans are the most important activities you can undertake to build a sustainable venture. Learn about the tools you need to market your work to the people who matter, and draft your own marketing plan.</p> <p><u>Module 4: Financial Matters</u> Ensure that your venture is sustainable by learning how to manage your finances on a daily, monthly and annual basis. Draft your own financial strategy with a practical cash-flow plan.</p> <p><u>Module 5: Grant Writing</u> Learn the basics of writing grant applications. Find a match between your goals and needs and the funders' criteria and expectations.</p> <p><u>Module 6: Legal issues</u> Learn how to protect yourself, your work and your venture. Explore the legal implications of the business structure you choose, issues that can affect your operations and what you need to know about intellectual property.</p> <p><u>Module 7: Telling Your Story</u> Draft and organize your artist statements, bios, resumés and business pitches to tell the stories of you – as an artist and as an entrepreneur – to those who need to know.</p> <p><u>Module 8: Resources</u> Increase your chances of success by finding the resources you need, when you need them. Learn how to access the many resources available to Saskatchewan entrepreneurs.</p>
Course Fee	<p>The course fee is \$275 (non-refundable), payable to the Saskatchewan Arts Board. Payment is due by September 26, 2017 for Term 1, and January 17, 2018 for Term 2, unless alternate arrangements are approved. Payment may be made by Picatic, and instructions will be emailed with registration confirmation.</p>
Evaluation and 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.</p>