



WORKSHOP DESCRIPTIONS *(Subject to change)*

<i>Time</i>	<i>Session</i>
8:30 – 9:30	<p>Opening Session: Flashes of Inspiration</p> <p>R. Scott Phillips – <i>Utah Shakespeare Festival, Executive Director Emeritus</i> Alyssa Hickman Grove – <i>Literary Arts Manager, Utah Division of Arts & Museums</i> Heather Brown – <i>Recreation Therapist, Salt Lake City Veterans Affairs Medical Center</i> Melissa Rollins – <i>Recreation Therapist, Veterans Administration Hospital Salt Lake</i> Jackie Eaton – <i>Research Assistant Professor, College of Nursing, University of Utah</i> Nancy Madsen – <i>Caregiver Support Program Manager, Utah Division of Aging & Adult Services</i> Erik Brunvand – <i>Associate Professor, Computer Science, University of Utah</i> Adrienne Decker – <i>Folk Arts Specialist, Utah Division of Arts & Museums</i> Lisa Thompson – <i>Exhibit Developer/Interpretive Planner, Natural History Museum of Utah</i> Erik Stern – <i>Professor of Dance, Weber State University</i></p> <p>We are starting the day by showcasing some exciting work that is happening around the state. This work ties in with initiatives that Utah Division of Arts & Museums staff have been incubating over the past year. Come listen to, and be inspired by, the creative ways your peers are tackling big issues through the arts.</p>
9:50 – 11:00 <i>Concurrent Sessions</i>	<p>Corporal Euphonics</p> <p>Leslie Timmons - <i>Associate Professor, Utah State University</i></p> <p>Share the joy of creating a symphony of sounds using only basic body gestures. Both visual and aural, body music is rhythm and sound in motion. We will snap, clap, slap, step, move, dance through the possibilities of this interactive performance art. Anyone can play!</p> <p>The Art of Branding: How to Craft Your Organization’s Story</p> <p>Alan Reighard – <i>Love Communication</i></p> <p>In this session we will walk through a very specific, repeatable and proven process to building your brand in order to increase consumer engagement, attendance and sales - and even community financial support. The process of determining your best audiences, barriers to success, and your unique value proposition can transform the organization. And a great brand plan will align your goals, strategies, exhibits, team members and marketing campaigns. Branding is part art and part science, and in this session we will show you how to bring them together for greater success.</p>

Time	Session
<p>9:50 – 11:00 <i>Concurrent Sessions continued</i></p>	<p>Engage your Network: Strategies for Building Relationships Charlotte Boye-Christensen – <i>Artistic Director, NOW-ID</i> Dee-Dee Darby-Duffin – <i>Artist</i> Amy Jorgensen – <i>Co-Director, Granary Art Center</i> Nathan Webster – <i>Executive Director, NOW-ID</i></p> <p>Relationships are the foundation to building a presence as an artist, engaging a community, and securing the resources and opportunities needed to sustain a creative life. This session will explore methods for artists and professionals to strengthen existing relationships with peers, organizations and communities, and identify strategies to build new relationships across creative practices. The panel will discuss innovative approaches to networking, marketing, artistic programming, and community and audience engagement. Join us as we outline strategies for reaching out, and increase the breadth and quality of your network.</p> <p>Models of Success: Advancing the Arts Through Diversity and Equity Shandra Benito – <i>Executive Director, Art Access</i> Aaron Dworkin – <i>Dean, School of Music, Theatre & Dance, University of Michigan</i> Martine Kei Green-Rogers – <i>Assistant Professor, Theatre Department, University of Utah</i> Jerry Rapiere – <i>Artistic Director, Plan-B Theatre Company</i></p> <p><i>“You don’t learn how to ride a bike by studying and staring at the bike.”</i> Join this group of arts leaders who have actively engaged in making diversity and equity a core value in their work. This panel discussion / conversation will examine best practices from organizations and people who are making significant and positive change. Come hear these panelists share stories on how, through programming, staffing, artistic choices, relationship building, etc. they have adapted to and are thriving in our ever changing environment.</p>
<p>11:20 – 12:30 <i>Concurrent Sessions</i></p>	<p>In the Eye of the Beholder: Finding and Growing Creative and Cultural Assets Lesly Allen – <i>Arts Council Coordinator, South Salt Lake City</i> Tom Borrup – <i>Community Planning Consultant, Creative Community Builders</i> Sharen Hauri – <i>Urban Design Director, City of South Salt Lake</i></p> <p>Finding the creative and cultural assets in your community can be a creative practice in itself. The process of building and growing creative communities and local creative economies is most successful when the existing assets and unique character of each place are identified and when those assets are connected to create synergy. This workshop will examine the idea of asset-based community building and look at a nearby place (South Salt Lake) where a wide mix of creative entrepreneurs, artists, planners, and local leaders are working together to shape a new sense of identity and purpose, and to make an important contribution to the region.</p>

<i>Time</i>	<i>Session</i>
<p>11:20 – 12:30 Concurrent Sessions continued</p>	<p>Evaluation 101 Stephen Ashton - <i>Director of Audience Research/Development, Thanksgiving Point Institute</i></p> <p>We are hearing more and more about evaluation--and it's more than just a buzz-word. Evaluation is best-practice in the arts field, and often required for funding. In this session we will learn the basics of evaluation in art settings. We will focus on the what, when, where, and why, and how it can benefit your organization. We will share different types and the situations in which they are most helpful. Bring your project ideas and questions for real-life scenarios to work through together in small groups.</p> <p>Folklife, Heritage, and Community Engagement Clifford Murphy - <i>Director of Folk and Traditional Arts, National Endowment for the Arts</i></p> <p>Cultural identity holds a significant space in everyday discourse across the United States. Who are we – as a community, as a state, as a nation? NEA Folk & Traditional Arts Director Clifford Murphy discusses how the exploration of cultural heritage – or folk and traditional arts – is critical in navigating this complicated & important space.</p> <p>WESTAF Workshop: Creating Community Through Festivals & Events; Plus, IMTour Grant Information Seyan Lucero - <i>Associate Director, Western States Arts Federation (WESTAF)</i> Madalena Salazar - <i>Program Manager IMTour/Grants Administrator TourWest, WESTAF</i> Ashlee Stephenson - <i>Senior Associate Director, WESTAF</i></p> <p>ZAPApplication.org, also known as ZAPP®, is a leading-edge, online application system used by more than 650 art fairs and festivals nationwide. As managers of the ZAPP® Program, WESTAF has gained a high level view of the festivals market. Let us share insights with you about how Festivals can create community. In addition, we will present a new grant program IMTour.org that subsidized non-profit presenters booking independent touring musicians.</p>
<p>1:30 – 2:30</p>	<p>KEYNOTE ADDRESS</p> <p>Dean Maverick: Addressing the Relevance of the Arts in the 21st Century Aaron Dworkin – <i>Dean, School of Music, Theatre & Dance, University of Michigan</i></p> <p>In this inspiring session, Aaron Dworkin shares his personal story, which led to founding the Sphinx Organization, whose mission is to transform lives through the power of diversity in the arts, and ultimately serving as dean of the University of Michigan's School of Music, Theatre & Dance. He'll delve into the important role the arts play in society, as well as their associated value and impact in communities. He'll also share strategies surrounding the vision of relevance and inclusion at Michigan and how it is being implemented among a wide breadth of constituencies.</p>

<i>Time</i>	<i>Session</i>
<p>2:45 – 4:00 <i>Concurrent Sessions</i></p>	<p>From 2D to 3D Pop-Up Magic <i>Noemi Hernandez – District Arts Coordinator, Granite School District</i></p> <p>In this class, participants will experiment with the magic of 3-Dimensionality to create inexpensive, yet magical and sculptural interactive structures that will excite all - from kids in classroom to community arts workshops, and summer festivals/camps.</p> <p>From Clash to Collaboration: Conflict Resolution 101 <i>Natalie Petersen - Assistant Director, Utah Division of Arts & Museums</i> <i>Jamie Rocha Allan - Actor / Director</i></p> <p>Do conflicts and miscommunication at work sometimes leave you feeling like everyone is paddling in different directions? Then this session is for you. Learn how to navigate the tumultuous waters of conflict through a series of interactive exercises, discussion, self-reflection and improvisation techniques. Hone your skills in evaluating and understanding self, others, and situations by identifying needs, conflict styles, and potential roadblocks. We'll explore how to create an environment of trust and respect in building a communal mindset, and you'll gain tools that leave you feeling empowered to successfully navigate challenging situations in the future.</p> <p>Taking the Fear out of Major Gift Fundraising <i>Andrea Barnes - CEO, AB Funding Solutions</i> <i>Gay Cookson - Director of Development/Partnerships, Utah Department of Heritage & Arts</i></p> <p>Building relationships with major donors is an important part of any nonprofit funding portfolio. This session will focus on taking the fear out of finding major donors and asking for significant gifts. Presenters will share personal stories about how they built relationships over time, and found donors who shared a common passion.</p> <p>Navigating the New <i>Ruby Lopez Harper - Director of Local Arts Services, Americans for the Arts</i></p> <p>Do you find yourself lost in the chaos? Trying to swim through the noise? Can't make sense of local issues, state issues, national issues? Local Arts Agencies, Nexus Organizations and Artists must respond to change as it happens. And boy, is it happening! Are we asking the right questions? Are we considering the right audiences? Are we serving residents and visitors in the best way possible? How we respond to change, and how we prepare, can be the difference between sinking and surviving. Join Ruby Lopez Harper, Director of Local Arts Services with Americans for the Arts, for an interactive conversation around ideas for navigating the new.</p> <p><i>This session is designed for Local Arts Agencies but is open to everyone.</i></p>