



THE ARTS & BUSINESS COUNCIL'S Professional Development Offerings

The Arts & Business Council's professional development and capacity building programs are designed to provide essential training, practical frameworks, and direct coaching to artists, creative entrepreneurs, arts administrators, and executives interested in nonprofit board service. Our current workshop offerings are steeped in a long history of successful programs, including our Artist Professional Toolbox program, launched in 2005. This nine-month long professional development program has evolved into our Creative Entrepreneur Fellowship, now in its fifth year.

Our history of training and coaching also includes 20+ years of legal counsel, clinics, and services via our Volunteer Lawyers for the Arts program. We receive hundreds of calls each year from artists and arts administrators seeking help with contracts, negotiation, copyright concerns, and even human resource matters. What we learn about the real and pressing needs of this population has informed our professional development programming at every step.

Over the years, we have learned that while stand-alone workshops are valuable, artists and creative entrepreneurs often need an arc of support, one-on-one coaching, and the time necessary to implement and iterate their learnings. This is why the majority of our trainings are now embedded within our fellowship programs or offered through partnerships with organizations and foundations as part of larger initiatives and that include ongoing support such as direct services and coaching.



FORMATS

Workshops

The Arts & Business Council provides a range of live workshops for artists, creative entrepreneurs, arts organizations, nonprofit boards of directors, business executives, legal professionals, and municipalities. Our current offerings focus on core areas for which the A&BC is nationally recognized as experts and thought leaders.

Webinars

The Arts & Business Council can record and share webinars on specific topics or that are designed to complement live workshop programs. Webinars can include multiple presenters and assorted media, including video, screen-sharing, and more. We do not provide live webinars; all events are prerecorded. To see a sampling of our webinars, visit: www.artpreneur.org.

Clinics

The A&BC develops clinics for general audiences as well as customized engagements that allow participants to delve deeper into particular issues that may have been highlighted in previous workshop programs. For example, participants can explore contractual, budgeting, and procurement processes in greater depth with a smaller group of attendees. Clinics can also be a format to review a draft contract section by section and/or facilitate a conversations among small groups. This is an especially successful format for addressing legal concerns.

One-on-one coaching

The A&BC offers the opportunity for one-on-one coaching for individuals and organizations on a variety of themes and topics, including estate planning, contract review, legal issues, board development, and nonprofit incorporation. We can also arrange coaching sessions with our partners who specialize in human resource matters, insurance (for individuals artists and organizations), and marketing.





CURRENT WORKSHOPS & WEBINARS

How Can We Help Artists Thrive?

Artists Thrive is a national movement that aims to raise the value of artists in every community, set conditions for improvement, and ensure that artists are thriving with support from every sector. *Artists Thrive* is a “rubric,” a dynamic measurement tool that invites a holistic valuation of artists. It helps us see what we are doing now, and what we could do differently to improve conditions for artists. It is aspirational, not judgmental. It outlines a spectrum of performance to spur continuous improvement among artists, arts professionals, and others who work with—or want to work with—artists. This workshop is presented by Jim Grace, who helped draft the Rubric and will facilitate a conversation using the Rubric as a tool to engage municipalities and those that work with artists. Duration: 3 hours. Please see artists thrive.org for more information.

Drafting a Contract that Works for Artists and Municipalities

This session covers best practices for drafting a contract with a public artist or arts group. Lawyers from the Volunteer Lawyers for the Arts will be joined by a public artist, and/or a curator of public art to discuss issues such as budgeting, insurance, permits, and managing a project with a public artist.

Diversity and Inclusion: Rethinking the RFP/ RFQ

This workshop explores RFPs overall, and with a particular focus on the barriers, perceived or real, that relate to calls for public art projects. Sometimes, even in subtle ways, the language and requirements of RFPs counter intended equity goals. The A&BC will put together a panel of professionals from different perspectives who will provide insight as to how to draft RFPs that will increase the diversity, inclusion and equity of the applicant pool.

Procurement: Challenges for Public Art Projects

The session helps participants understand the various challenges faced by artists and municipalities when navigating the procurement process as it relates to public art contracts. The workshop is designed to provide insights into these issues and to empower participants with tools to rethink the procurement process in the public art context. The group will be led by a combination of procurement experts, arts administrators, and artists.

Protecting Your Legacy

We believe every artist should protect his or her legacy. With the objective of supporting artists in protecting their own cultural legacies through the development of an estate plan, we partnered with the Joan Mitchell Foundation in 2013 to create [Creating A Lasting Legacy: Estate Planning Workbook for Visual Artists](#). The workbook presents artist with the tools to ensure that their legacies, preserved in their own voices, will last into perpetuity. Attorneys Jim Grace and Megan Low present workshops and webinars on the topic of estate planning and drawing on the frameworks presented in the workbook.

Estate Planning for Visual Artists

Drawing on our most recent collaboration with the Joan Mitchell Foundation, [Estate Planning for Visual Artists: A Workbook for Attorneys & Executors](#), we offer workshops/webinars for people who work with artists and/or are charged with protecting their estate, with a particular focus on legal issues.

TARGET AUDIENCE



ARTISTS



ORGANIZATIONS



MUNICIPALITIES



BUSINESS
PROFESSIONALS



LEGAL
PROFESSIONALS



Building Blocks: Planning Your Business

Every business needs a plan, but many artists and creative entrepreneurs overlook the planning phase. The A&BC understands that while everyone's journey is different, there are some concrete steps that artists can take to better their chances of meeting their version of success. This workshop helps participants think through necessary steps, ask themselves the right questions, and begin to assemble a practical business plan.

Understanding Public Art Contracts

One element that distinguishes the field of public art from other artistic endeavors is the amount and complexity of the agreements involved in a robust public art practice. This webinar/ workshop uses a hypothetical public art commission to discuss and explore the various legal questions that a public artist might encounter over a career.

Artist Contracts and Related Legal Issues

Led by Volunteer Lawyers from the Arts, this interactive workshop helps artists read and prepare contracts and know their rights. Content from this workshop is informed by decades of pro bono legal consultants, contract review, and direct services for thousands of artists.

Insurance 101

This workshop, led by Chris Hawthorne of Cleary Insurance Inc., can be customized for public artists or delivered to a broader audience. The session is a primer on the myriad liability issues that can arise and the kinds of coverage available.

Get More of What you Want: Negotiation and Getting to Yes

This core workshop focuses on understanding and implementing "win-win," interest-based negotiation techniques. The goal of this workshop is to help artists understand how adversarial approaches to negotiation and conflict can be transformed into problem-solving collaborations, producing better outcomes for all parties while enhancing long-term working relationships.

Small Business Essentials

The seminar provides answers to artists and creative entrepreneurs seeking to professionalize their practice and who find themselves with questions at every turn. This session covers topics such as insurance and hiring employees to common legal pitfalls. It also covers business entities, including the difference between a sole proprietorship, LLC and corporations. Topics can be customized to suit participant needs.

Get on Board!

Get on Board! Is a one-day bootcamp that prepares business professionals for the rewarding experience of volunteerism, nonprofit leadership, and board participation. These seminars are also well-suited for nonprofit administrators seeking to learn more about board management or who are seeking to onboard new or prospective board members.

Nonprofit Incorporation Seminar

Led by experienced attorneys, this popular seminar leads participants through the steps required to formalize a nonprofit in Massachusetts. Presenters answer questions and concerns about incorporating and/or filing for tax-exempt status.