

# Sessions & Panels

at the inaugural

# Artist Conference

## THE BUSINESS OF ART

Designed to inspire, empower, educate, create connections, and enhance artists careers!

*Wednesday*

### ***Opening - Beyond the Studio: Everything but the Art* - with Chris Dahlquist**

Drawing on stories from her own practice, as well as from the thousands of artists she has worked with, Chris Dahlquist introduces the core traits and practices shared by artists who have built sustainable careers. This session creates meaningful opportunities for participants to get to know one another, establishes a shared language for the conference, and helps attendees determine which sessions they would like to attend.

### ***Sessions, Panels and Workshops***

#### **Session | Building a Website - with Q+M's Al McWilliams**

Join us for an engaging and practical informational session designed specifically for artists who want to build their own website and start selling their work online. Whether you're a painter, photographer, illustrator, sculptor, or mixed-media artist, this session will guide you through the essential steps to establish a strong online presence and turn your creativity into income.

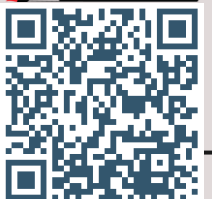
#### **Session | Individual Healthcare and the Marketplace - with Risk Strategies' LaTonya Williams and Aziz Rahmann**

Navigating health insurance as a working artist can feel overwhelming—especially when your income fluctuates and traditional employer-sponsored coverage isn't an option. This informational session is designed specifically for artists, freelancers, and creative entrepreneurs who need clear, practical guidance on securing individual healthcare coverage through the Health Insurance Marketplace.

#### **Panel | Quality Materials: How to Make Your Art Last for Generations - with Matt Dietz (Blick)+ Additional Panelists TBD**

Join us for an in-depth informational session designed for artists who want their work to stand the test of time. The materials you choose today directly impact how your art will look decades—or even centuries—from now.

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# Sessions & Panels

## *Sessions, Panels and Workshops Cont.*

### **Panel | Building your Personal Brand and Growing your audience - with Scotty Jones, Kim Santini, and MariAnn Apley**

Join us for a dynamic informational panel designed specifically for artists who want to strengthen their brand and grow a meaningful social media presence. Whether you're a painter, photographer, illustrator, sculptor, digital artist, or multidisciplinary creative, this session will explore how to authentically share your work online while building an engaged audience.

### **Session | Perfecting Your Jury Images & Booth Shot - with Chris Dahlquist, Karen Delhey, Bonnie Blandford, and Nicole McKay**

Applying to art fairs, festivals, and juried exhibitions? Your images are often the first—and only—impression jurors have of your work. This informational session is designed specifically for artists who want to strengthen their applications by presenting polished, professional jury images and compelling booth shots.

### **Session | Accounting, QuickBooks & Tax Essentials for Artists - with MRPR's Sara Taylor + additional panelist TBA**

Managing your finances as an artist doesn't have to be overwhelming. This informational session is designed specifically for creatives who want to better understand accounting basics, use QuickBooks effectively, and navigate the tax implications of running an art business. Should you open an LLC or S-Corp? We've got the answers.

### **Session | Mastering Online Art Submissions: Using Zapplication & CaFÉ with Confidence - with Mareike Bergen, Creative West**

Applying to exhibitions, festivals, and public art opportunities has gone digital—and knowing how to navigate submission platforms professionally can make all the difference. Join us for this practical, step-by-step informational session focused on successfully using Zapplication and CallforEntry.org (CaFÉ).

Designed for artists of all levels, this session will walk you through the tools, tips, and best practices needed to submit applications with ease.

### **Workshop | Stories, Relationships, & Magic: How to Connect with Your Audience - with Chris Dahlquist**

Dahlquist helps artists connect with their audience through storytelling and relationship building. Through discussion and interactive exercises, participants develop the building blocks necessary to communicate their story in a variety of contexts, from booth interactions, artist statements, grant applications, and gallery proposals, to press opportunities, social media, and website copy. This workshop is appropriate for artists at any stage of their career and provides tools they can return to again and again.

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## **Closing - The Growth is in the Maybes - with Chris Dahlquist**

The most meaningful growth often happens in uncertain territory. Drawing parallels from fields such as politics, sports, and entrepreneurship, this closing keynote explores how artists can leverage curiosity, experimentation, and incremental shifts to deliver outsized results. Rather than focusing on binary outcomes, the session emphasizes identifying and acting on the “maybes” that compound over time, increasing income, opportunity, and creative capacity. The conference closes by reconnecting strategy, courage, and momentum.

**Wednesday's Closing is followed by a Happy Hour at MakerWorks more details TBA**

## Thursday

### **Interactive Session | Avoiding Burnout: Keeping the Creative Fires Burning - with TBA**

This interactive session is designed for artists who want to sustain their creative energy while navigating the demands of deadlines, exhibitions, art fairs, commissions, and daily life. Whether you're feeling stretched thin or simply want to build healthier studio habits, this workshop offers practical tools and honest conversation about maintaining long-term creative vitality.

### **Panel | Anonymous Q+A for Artists: Ask What You Really Want to Know - with Bonnie Blandford, Karen Bauer, Nicole McKay, and James Parker**

This open, judgment-free session gives artists the opportunity to ask honest questions — completely anonymously. Whether you're navigating pricing, rejection, art fairs, galleries, social media, studio struggles, or career transitions, this forum creates space for real conversations about the realities of being a working artist.

Questions are submitted anonymously in advance or at the start of the session, allowing participants to raise topics they might hesitate to ask publicly. A panel of experienced artists and arts professionals responds candidly, offering practical advice, personal insight, and diverse perspectives.

### **Mock Jury for Artists Applying on ZAPPLication**

A Mock Jury for Artists Applying on ZAPPLication® (ZAPPLication) is a professional-style review session designed to simulate the experience of submitting work to art fairs through the ZAPP platform — in a supportive, educational environment.

Unlike an actual jury, the goal is not acceptance or rejection — but preparation and growth. Artists leave with a clearer understanding of how jurors score applications, what makes a compelling submission on ZAPP, and how to refine their images to increase acceptance rates at art fairs. Participants may submit their work for review or simply attend.

This Mock Jury offers a valuable behind-the-scenes look at the art fair jury process, helping artists present their work with confidence and professionalism in the competitive ZAPP marketplace. Not all submissions will be reviewed.

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