

# SCHEDULE

## THURSDAY

**10:00 RWAG COLLECTIVE WELCOME COFFEE**

**10:30 – 11 MASTERCLASS 1 THE RWAG COLLECTIVE MEMBERS — THAT’S YOU! PROGRAM OVERVIEW**

**11-11:20 MASTERCLASS 2 COLLECTIVE MEMBERS’ PRICING REVIEWS: UNDERSTANDING PRICING**

- What part of the art market is your work suited for — fairs, galleries, licensing,
- Hot trends in reproduction: Where does your work fit

**11:20-12 AT THE ART FAIR: PRICING MY WORK**

- The how-to’s of finding the right price for each piece
- One-on-one review with industry professional

**12-1:00 LUNCH & EXHIBITOR MEETING**

- On the fair floor
- The Pre-Fair What’s Happening Meeting
- Mingle with other exhibitors

**1:00 MASTERCLASS 3 — At the Art Fair: Curating Your Booth**

- 1:00-1:30 Collective Members’ Booth Plan — Lay-out Your Booth
- 1:30-2:30 Individual Collective Members’ Booth Curation
- 2:30-3:30 Collective Members Hang Their Booths

**3:30 FIELD TRIP TO NEW MEXICO MUSEUM OF ART**

**4:00 CURATOR TOUR OF EXHIBIT**

**5:00 BEGIN THE MARGARITA TRAIL AT CAVA SANTA FE AT THE EL DORADO HOTEL**

## FRIDAY

**10:00 COFFEE & CONNECT**

Best Selling Artists Tips

- Hear their stories and the lowdown on how they did it
- What did they sell and where

**10:30 -11:30 MASTERCLASS 4: SELLING SENSE**

- The ABC’s of selling your work at fairs and online

**ART SANTA FE OPENS**

Friday, July 14, 2023 | 12:00PM — 4:00PM

**12:30-2:30 ON THE FAIR FLOOR: ONE-ON-ONE REVIEWS AND Q&A**

**4:00-7:00**

**COLLECTORS’ OPENING NIGHT**

Friday, July 12, 2024 | 4:00PM — 7:00PM

## SATURDAY

**9:00 COFFEE & CONNECT**

Best Selling Artists Tips

- Hear their stories and the lowdown on how they did it
- What did they sell and where

**9:15-9:45 MASTERCLASS 5: INSIGHTS ON GALLERY REPRESENTATION — SANTA FE GALLERY ASSOCIATION**

**9:45-10:30 MASTERCLASS 6: OPENING NIGHT EXPERIENCES & SAVVY MARKETING**

- Five W’s of Marketing: who, what, when, where, and why (and how)
- Where, when and how to market and build your audience
- What is a brand? 4 Steps to establish your brand
  1. Determine your target audience - Who is your collector?
  2. Position your product and business - Where is your collector?
  3. Define your personality - What are you and your art all about?
  4. Choose a logo and tagline - What’s your story?

**ART SANTA FE | 11:00AM — 6:00PM**

**12:30-2:30 ON THE FAIR FLOOR: ONE-ON-ONE REVIEWS AND Q&A**

**5:00-6:30 SANTA FE GALLERY ASSOCIATION — MEET THE ZOZOBRA RECEPTION**

## SUNDAY

**9:00 COFFEE & CONNECT**

**9:30-10:00 MASTERCLASS 7: COLLECTIVE MEMBERS’ SOCIAL SMARTS**

- The how to use social to build business
- Key elements of social marketing

**10:00-10:30 COLLECTIVE MEMBERS’ CLOSING PROGRAM**

- What’s Next? Where to go from here
- Art fairs and festivals, online, gallery representation
- Artist Alliance Community

**10:30-10:45 MEET THE PROS**

- What is Geo-Marketing? How to use it — RedZia
- Importance of regional marketing programs — Southwest Contemporary

**Art Santa Fe | 11:00AM — 6:00PM**

**12:30-2:30 ON THE FAIR FLOOR: ONE-ON-ONE REVIEWS AND Q&A**