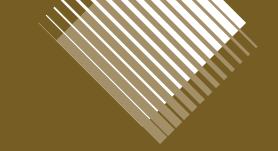


# SCHEDULE



### 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 — BEST SELLING ARTISTS TIPS

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

### 1:00 MASTERCLASS 3 — AT THE ART FAIR: CURATING YOUR BOOTH

- 1:00-1:30 On the Fair Floor: Example Booth Review
- 1:30-2:00 Collective Members' Booth Plan Lay-out Your Booth
- 2:00-3:00 Individual Collective Members' Booth Curation
- 3:00 Collective Members Hang Their Booths

### FRIDAY

#### 10:00 COFFEE & CONNECT

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

• The ABC's of selling your work at fairs and online

## Art Santa Fe Opens SANTA FE ART WEEK FREE FRIDAY

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 14, 2023 | 4:00PM — 7:00PM

### SATURDAY

#### 9:00 COFFEE & CONNECT

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? 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

### 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

- ullet 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