

SCHEDULE

WEDNESDAY

10:00 COLLECTIVE WELCOME COFFEE

10:30 - 11 MASTERCLASS 1 REDWOOD COLLECTIVE MEMBERS 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

12-12:30 MASTERCLASS 3: SELLING SENSE

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

12:30-1:30 LUNCH & FAIR OVERVIEW

- The Pre-Fair What's Happening Meeting

1:30 MASTERCLASS 4: AT THE ART FAIR: CURATING YOUR BOOTH

- 1:30-2:00 Collective Members' Booth Plan — Lay-out Your Booth
- 2:00-3:00 Individual Collective Members' Booth Curation
- 3:00-4:00 Collective Members Hang Their Booths

THURSDAY

8:30 COFFEE & CONNECT

Best Selling Artists Tips

- Hear stories on connections and sales

9:00 - 9:45 MASTERCLASS 5: OPENING DAY 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 OPENS | 10-5

OPENING DAY RIBBON CUTTING 10AM

TRADE BRUNCH 10AM - 12PM

HAPPY HOUR 4 - 5PM

FRIDAY

8:30 COFFEE & CONNECT

Best Selling Artists Tips

- Hear stories on connections and sales

9:00-9:30 MASTERCLASS 6: COLLECTIVE MEMBERS' SOCIAL SMARTS

- How to use social media to build your business
- Key elements of social marketing

ART SANTA FE | 10:00AM — 5:00PM

TRADE BRUNCH 10AM - 12PM

HAPPY HOUR 4 - 5PM

SATURDAY

8:30 COFFEE & CONNECT

9:00-9:30 COLLECTIVE MEMBERS' CLOSING PROGRAM

- What's Next? Where to go from here
- Art fairs and festivals, online, gallery representation

ART SANTA FE | 10:00AM — 5:00PM

11:30-2:30 ON THE FAIR FLOOR: ONE-ON-ONE REVIEWS AND Q&A