

Guelph Arts Council offers free workshops to help creative workers and businesses recover from pandemic losses

Guelph, ON – October 15, 2020 – Guelph Arts Council is offering four free online workshops to help visual artists, musicians, performing artists, writers, arts organizations and venues rebuild their careers or businesses in response to the pandemic.

“The pandemic has been particularly hard on creative workers and businesses, many of whom depend on in-person events for their livelihood,” says GAC Executive Director Patti Broughton. “Even before the pandemic, many lived with precarious incomes. We’re excited to be able to offer these workshops to help them cope.”

All four workshops are free for Guelph Arts Council members, and GAC is now offering free [memberships](#) to Guelph-Wellington artists of all disciplines, arts businesses, and not-for-profit arts organizations through December 31, 2020. Members are encouraged to register for workshops quickly as some have limited free spots.

GAC extends a special invitation to BIPOC, newcomer, Deaf, disabled, youth, and/or 2SLGBTQ+ artists to sign up for free memberships and these events.

The workshops are:

[Creating a New Audience on LinkedIn](#), Oct. 22, 10 a.m.-noon

Many creative small businesses don’t consider a LinkedIn page, but this free social network can be a great place to grow your audience. Presented by Guelph marketing agency 2H Media, this hands-on workshop will lead participants through creating a basic LinkedIn company page from scratch. Free [GAC member](#) promo code: **GAC75**

[Contracts and Commission: The Business of Art](#), Oct. 29, 3-4:30 p.m.

A common error when creating a business in the arts is failing to understand your rights, your worth and how to protect both. Samir Baijal, Artistic Director at Hillside Festival, will help participants understand their legal rights and prepare them for the business side of any creative business. Presented in partnership with **Business Centre Guelph-Wellington**. Free [GAC member](#) promo code: **creativebusiness** (limited spots); 10% discount code: **businessartcouncil** (limited spots).

[Art Business in Digital and Physical Spaces](#), Nov. 5, 6:30-8 p.m.

A round-table style discussion about how artists, curators, musicians, and creatives use digital and physical spaces to deliver and create projects, programs, exhibitions, sales and shows. Sharing their tips

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and challenges will be: James Gordon, Guelph city councillor and singer-songwriter; Michelle Miller, local handcrafted art jeweller; Sally Frater, Curator of Contemporary Art, Art Gallery of Guelph; and Lynne McIntee, publicity chair at Guelph Little Theatre. Followed by a Q&A. Presented in partnership with **Business Centre Guelph-Wellington**. Free [GAC member](#) promo code: **creativebusiness** (limited spots); 10% discount code: **businessartcouncil** (limited spots).

Career Rebuilding: Making Money with Your Creative Business, Nov. 12, 3-4:30 p.m.

Creative businesses have unique challenges. Learn from industry experts about building and structuring your creative business. Amanda Wilson-Ciocci, owner of The Monarch & Co., will discuss the systems and support you need to get organized for your business launch and/or growth. Aron Murch and Matthew Herchel, Digital Strategists at 2H Media, will cover Shopify and digital marketing for art businesses. Musicians Braden Phelan and Liv Cazzola of Guelph duo Tragedy Ann will share their insights on finding new ways to reach your audience. Presented in partnership with **Business Centre Guelph-Wellington**. Free [GAC member](#) promo code: **creativebusiness** (limited spots); 10% discount code: **businessartcouncil** (limited spots).

This workshop series is presented in association with GAC's [Guelph Emerging Artist Mentorship Project](#), with support from [RBC Emerging Artists Project](#).

For more information about these workshops contact Guelph Arts Council at administration@guelpharts.ca, executivedirector@guelpharts.ca, or call 519-836-3280. Due to COVID-19 recommendations, GAC is currently open by appointment only. Phone messages are checked daily.

About Guelph Arts Council:

For over forty years, Guelph Arts Council has been dedicated to supporting, stimulating and promoting arts and culture in Guelph. Guelph Arts Council is funded in part by **The Guelph Community Foundation** and the **City of Guelph**. We also acknowledge the support of the **Ontario Arts Council**, an agency of the Government of Ontario.

For more information about Guelph Arts Council, please contact:

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