

# Rosen Business Resource Center Artist Lecture Series

August 5-7 • Philadelphia  
Due July 18

*The Artist Lecture Series focuses on the career development of visiting artists, however current exhibitors are welcome to attend lectures as a refresher.*

## Media Café

Sponsored by Yellow Sky Agency

Saturday, Aug 6, 8am-9:30am

\$20, continental breakfast included

Learn tricks of the trade in mastering the power of PR. Mark out a PR campaign to *boost* your business using editorial calendars as a road map to success. Hear it straight from successful career craftspeople who know how *smart* business translates to making the front page. You too can become a craft celebrity!

## PR Pow-Wow

Saturday, Aug 6, 2pm-2:30pm, \$10

What do *you* have that's newsworthy? Break-up your day with a few fast paced exercises and a breakout session on writing a press release. After 30 minutes we'll have you tooting your own horn all the way to the bank!

## Winning Web Sites! Part II

Sponsored by the Craft Retailers Association for Tomorrow (C.R.A.F.T.)

Sunday, Aug 7, 8am-9:30am

\$20, continental breakfast included

What really makes a web site successful? Join us as we continue our dialogue... Learn how to utilize your web site to grow your wholesale business and cultivate relationships with retailers. We'll take a look at an array of web sites that have successfully leveraged their web sites for longevity. Download Success Here.

## Web Resources

Sponsored by Simbrom Campisi Creative Services

Sunday Aug 7, 2pm-2:30pm, \$10

Dreamweaver. Xpedite. Blogspot. Do you utilize these types of software and services to promote your business? We'll keep you on your toes with innovative and cost-effective web resources to stay afloat in today's competitive marketplace.

The *Rosen* Group

## Order Form (please check one)

Event	Cost	Quantity	Subtotal
Media Café	\$20	_____	_____
PR Pow-Wow	\$10	_____	_____
Winning Websites Part II	\$20	_____	_____
Web Resources	\$10	_____	_____
	<b>TOTAL:</b>		\$_____

Please print clearly.

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

## Payment

Check Enclosed (Made payable to The Rosen Group)

MasterCard  Visa  Discover  American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name On Credit Card \_\_\_\_\_

Signature \_\_\_\_\_



## Rosen Business Resource Center (RBRC)

- Free Help Sheets
- Booth Critique
- A Library of Resources
- Supplier Discounts and Coupons

**Find all this and more at the show when you stop by the RBRC.  
(located on the bridge across from the Show Office).**

**We look forward to seeing you there!**

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