ARTSFairfax Announces WORK-SMART: Marketing Workshop Series

Fairfax County, VA- ARTSFairfax is teaming with marketing professionals to help art organizations and individual artists transform marketing plans and launch programs into a new and exciting decade. The WORK-SMART: Marketing Workshop series will explore marketing foundations, audience development and community engagement, branding and digital marketing, and tools of the trade with marketing professionals.

Each workshop is free and open to the public, but pre-registration is required. Lunch is provided onsite.

Marketing professionals scheduled to present include:

- **March 6, 12:00 p.m. – 2:00 p.m.**
  **Marketing Foundations**
  Pella MidAtlantic Windows & Doors of Tysons Corner
  8150 Leesburg Pike, Suite 140, Vienna, VA

  Angela Inzerillo and James Lawson, founders of Impact Business Solutions will discuss:
  - Planning framework
  - Budgeting on a shoestring
  - Marketing ROI

- **April 3, 12:00 p.m. – 2:00 p.m.**
  **Audience Development & Community Engagement**
  Pella MidAtlantic Windows & Doors of Tysons Corner
  8150 Leesburg Pike, Suite 140, Vienna, VA

  Anneliese DeDiemar, Director of Marketing and Communications, Equipment Leasing and Finance Foundation will discuss:
  - Streamlining marketing communication efforts
  - Audience diversification strategies
  - Enhancing dynamic experiences
  - Creating a culture of brand ambassadors

- **May 1, 12:00 p.m. – 2:00 p.m.**
  **Branding & Digital Marketing**

  Shawn Pastor, Senior Digital Sales and Manager at Hibu and Ceylon Mitchell, Founder of M3| Mitchell Media & Marketing will discuss:
  - Developing your image and owned media
Effective storytelling with social media and email
Geofencing
Website

The location of this presentation will be announced soon.

- **June 5, 12:00 p.m. - 2:00 p.m.**
  **Tools of the Trade**

  Ratchelle Etinne-Robinson and Stan “Substantial” Robinson, cofounders of Substantial Art & Music will discuss:
  Prioritizing social media networks and management tools
  Leveraging analytics and insights to grow audiences and engagement
  Activity using past data to develop future posting strategies

  The location of this presentation will be announced soon.

To learn more or register for the WORK-SMART: Marketing Workshops visit ARTSFairfax.

**About ARTSFAIRFAX**

ARTSFAIRFAX is a 501(c)(3) nonprofit charitable organization, incorporated in 1964, as Fairfax County's designated local arts agency. ARTSFAIRFAX is funded in part by Fairfax County, corporations, foundations, individuals, the Virginia Commission for the Arts and the National Endowment for the Arts.

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