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Contact: Dana Stewart, **ARTSFAIRFAX**

T:(571) 395-4624; (C)703-328-4365

dstewart@artsfairfax.org

2667 Prosperity Ave., Ste. A, Fairfax, VA 22031

www.artsfairfax.org

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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