

Five intensive workshops in entrepreneurship will provide essential knowledge for creating and operating your own arts enterprise. Learn how to develop your creative business in the studio arts, graphic and digital design, animation, film, music, performance, audio technology, theater, dance, creative writing, communication, and other creative endeavors. Offered over five consecutive Thursday evenings, the workshops will inform you about understanding your market; selling locally, nationally, and online; how to prepare a guiding plan; and the role of finance in your business.

Presenters include experts in strategic planning, taxation and legal requirements, finance and insurance, trademark and copyright law, and e-commerce and marketing. The final session will feature a panel of artistic entrepreneurs who earn a living from their creative enterprises. Space is limited to 30 registrants. Discounts are available for Buffalo State students and alumni. This professional development program is offered as a package of five sessions. Sessions are not available individually.

Certificates

A Certificate of Completion will be awarded for successful completion of all workshops.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact SBDC (716) 878-4030.



Entrepreneurship in the Arts



A Buffalo State Certificate Program for Creative Artists

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A Buffalo State Certificate Program
for Creative Artists

Fall 2019

Presented by
The School of Arts and Humanities
The Small Business Development Center
And the Burchfield Penney Art Center



100 Level
Entrepreneurship 101
Starting Your Enterprise
Thursday, September 26, 2019
5:30pm—9:00pm

Session one will provide the tools to analyze market potential, including:

- How to gather national market data
- How to conduct a competition analysis
- Qualities found in many successful entrepreneurs
- Key information you need to build a business plan
- An introduction to financing your business

Entrepreneurship 102
Legal Aspects of Entrepreneurship
Thursday, October 3, 2019
5:30pm—9:00pm

Session two will help to dispel common fears about operating a business and explore ways to protect the owner and the enterprise. The session will include:

- How to set up the right legal structure
- How to protect your creative work through trademark and copyright
- How to protect your business
- Understanding your tax obligations

200 Level
Entrepreneurship 201
Marketing Your Enterprise
Thursday, October 10, 2019
5:30pm—9:00pm

Session three expands thinking beyond a regional market. Understanding who your market is and the value of your product or service can position you to develop a strong marketing plan. This session includes:

- How to develop a market presence, locally, nationally, and globally
- How to sell to the government
- How to develop an on-line presence
- How to conduct business in person, through a dealer/agent, and on the internet

200 Level Cont.
Entrepreneurship 202
Financing your Enterprise
Thursday, October 17, 2019
5:30pm—9:00pm

Session four will help you to consider start-up costs, operating expenses and where entrepreneurs secure funding to start their enterprise. This session will include the following:

- The difference between start-up and operating expenses
- Break even analysis
- How your credit rating affects your opportunities in business
- How and where to borrow
- How to keep your financial data organized



300 Level
Entrepreneurship 301
Meet the Entrepreneurs
Thursday, October 24, 2019
5:30pm—9:00pm

In session five, successful arts entrepreneurs will share their experiences. Working artists who market and sell their products, will discuss how they started and sustain their enterprise. Building on the first four sessions, these entrepreneurs will facilitate a rich and valuable discussion on the challenges and opportunities of entrepreneurship.

Registration

\$75	Buffalo State students & Alumni
\$100	Community Members

To register for the series pay by check or money order:

Make payable to: **Research Foundation**

Mail check to:

SUNY Buffalo State SBDC
1300 Elmwood Avenue, Cleveland Hall 206
Buffalo, NY 14222

For more information call 716-878-4030 or email mccartsa@buffalostate.edu

For a pdf of the brochure, go to: <http://sbdc.buffalostate.edu/>

Location: Rockwell Hall 204

Cancellation and Refund Policy

The college reserves the right to cancel or postpone any course because of insufficient enrollment or for other unforeseen circumstances. If a course is cancelled, notification will be provided by telephone or by email and refunds will be processed. Requests for refunds will be met only if notice of withdrawal is received by Small Business Development Center at least 24 hours prior to the first session. Call (716) 878-4030 to cancel your Registration.