



“Building New Mexico’s Economy One Business at a Time”



Hands-on-Demonstrations & Role Playing

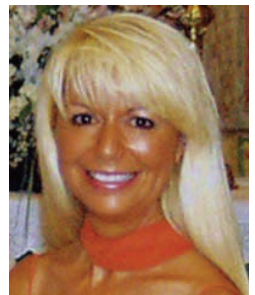
Learn professional techniques that can save you money and market you & your work.

- Your professional image
- Why investing in your own career is vital to your success
- Artist Studio Tour Checklist
- What you need in an artist promotional portfolio
- Writing your artist statement
- How to photograph your work & save money
- Artist publicity & PR
- How to plan a successful art opening or PR Campaign
- Media Relations & Interviews
- Artist marketing plan, etc...

Marketing “You” the Artist

Presenter: Julianna Barbee

Media—Marketing—Advertising—Motivational— Managerial—Consultant/Trainer (clients Nationwide). 25 years of TV Broadcast/Advertising/Marketing experience— TV Anchor, TV Reporter, National Advertising, Marketing Director, TV Commercial Producer, Account Executive—Denver ABC-CBS TV, Phoenix TV, Dallas, Chicago, California, New Mexico Markets. Business Entrepreneurship/ Web Design/Promotional DVDs. Degrees' in Broadcast Journalism, Advertising/ Public Relations, TV/Radio Production & Certified Business Analyst. National Certified Covey Trainer in “7 Habits for Small Business Managers” SBDC Director, Business Owner of Barbee Training Nationwide



Time: 9:00 am—4:00 pm

Place: Las Vegas—LCC Student Services Center

**Sponsored By:
Luna Community College
Small Business Development Center**

**RSVP: LCC SBDC (505) 454-2582 or (800) 588-7232 or
www.nmsbdc.org or mgold@luna.edu**

U.S. Small Business Administration



Your Small Business Resource



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