

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, social and environmental impact, 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.



U.S. Small Business Administration



Entrepreneurship  
in the Arts



A Buffalo State Certificate Program for Creative Artists

# Entrepreneurship in the Arts

A Buffalo State Certificate Program  
for Creative Artists

Fall 2017

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



**100 Level**  
**Entrepreneurship 101**  
**Starting Your Enterprise**  
**Thursday, October 5, 2017**  
**5:45pm—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 12, 2017**  
**5:45pm—9:00pm**

Session three 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 19, 2017**  
**5:45pm—9:00pm**

Sessions Two 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 26, 2017**  
**5:45pm—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
- Real estate and negotiation skills
- How to keep your financial data organized



**300 Level**  
**Entrepreneurship 301**  
**Meet the Entrepreneurs**  
**Thursday, November 2, 2017**  
**5:45pm—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 (currently Enrolled)
\$100	Buffalo State alumni and students from other schools
\$125	Burchfield Penney members
\$150	Community members

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Payment can be made by credit card, check, or purchase order. Checks should be made payable to: BS Continuing Professional Studies.

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To register for the series and pay by credit card, log into:

<http://continuingstudies.buffalostate.edu/entrepreneurship-arts>

The directions will prompt you to create a password to log on. Upon completion of your registration, a confirmation will be emailed to you.

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For more information call 716-878-4030 or email [mccartsa@buffalostate.edu](mailto:mccartsa@buffalostate.edu)

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

**Location: Rockwell Hall Room 204**

*- Free Parking -*

Meter fees are waived for this event in Lot R-3 (The Burchfield Penney Lot)

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 Continuing Professional Studies at least 24 hours prior to the first session. Call (716) 878-5907 to cancel your Registration