

yes

ARTISTS' conference

BUSINESS SKILLS for CREATIVE SOULS

13th annual

BUSINESS SKILLS for CREATIVE SOULS

Mastering the business of art is no easy feat, even where talent and creative vision abound. That's why artists **MUST** develop entrepreneurial skills, a dynamic promotional presence, strong professional networks and a cohesive action plan. This conference will help you develop the know-how you need to succeed.

June 3, 2013

9:30 AM – 4:15 PM

Marché Bonsecours

350 St-Paul East, Old-Montreal

#YESART2013

KEYNOTE SPEAKER:

DAVID USHER

Musician & Founder of CloudID Creativity Lab



A creative tour de force, David Usher, with his band and as a solo artist, has sold more than 1.4 million albums, won 4 Junos, had numerous world-wide hits, and had ten songs reach #1 on Canadian radio. Constantly pushing boundaries with art, language and communication, he is equally passionate about using technology to build new and interesting businesses.

He is the founder of Cloudid Creativity Labs, an idea incubator that brings together artists, programmers, physical hackers and designers to work on innovative projects like Amnesty International's new global artists engagement platform. He also works as a creative consultant for Cirque du Soleil and writes a column on innovation for the Huffington Post.

www.CloudID.com

OPENING KEYNOTE:

CATHERINE TURP

Multimedia Director & Content Team Supervisor

Boasting more than 300 multimedia shows and installations around the world, Montreal's new media wunderkind - Moment Factory - has collaborated with world-class talent, including Cirque du Soleil, Disney, Nine Inch Nails, Céline Dion, Microsoft, Quartier des Spectacles and Madonna.

MOMENT FACTORY



HOSTED & MODERATED BY:

SONALI KARNICK

CBC Radio Host (*All In A Weekend*)

Hailing from Montreal's West Island, Sonali has been a staple at CBC Radio since 2000, working as researcher, traffic reporter, story producer, sports reporter, and now as the *All In A Weekend* morning show host. An avid sports fan, cook and voracious reader, in her spare time Sonali can be found yelling at her TV when the Habs are losing.

YES is a not-for-profit organization

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www.yesmontreal.ca

514.878.9788

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CONFERENCE AGENDA

- 9:30 AM Registration (Vieux-Montréal Hall)
- 10:00 AM **Welcome & Opening Remarks**
- 10:15 AM **Opening Keynote: MOMENT FACTORY**
- 11:00 AM **Panel: Think Visibility – All Eyes On You**
- 12:00 PM Lunch Break
- 1:30 PM **YES Artistic Project Contest Winners**
- 1:45 PM **Inspiration: From Dream to Panadream**
- 2:15 PM **Motivation: Live & Love the Artistic Life**
- 2:45 PM Afternoon Break
- 3:00 PM **Keynote Speaker: DAVID USHER**
- 4:00 PM **Closing Remarks**

4:15 PM **Networking at the YES Art Expo**

Browse and connect with over 60 young up-and-coming artists showcasing their talent in the Hall de la Commune (main level). Open to the public (12:00 PM – 6:00 PM)

FREE EXPO

6:00 PM **Schmoozer & Minute Market**

Hosted by the **English-Language Arts Network** (Les 3 Brasseurs, 105 St-Paul East)

MOTIVATION: **LIVE & LOVE THE ARTISTIC LIFE**

John Kobel
Teacher & Motivational Speaker

Passion is an incredibly creative force which can transform an ordinary idea into an extraordinary work of art, an ordinary artist into a master, and an ordinary life into an extraordinary experience. Worry and stress have the potential of stifling our ability to create. John will explore the necessity of consciously controlling and redirecting our thoughts so our passion can flow freely through our art and life.

PANEL: **THINK VISIBILITY – ALL EYES ON YOU**

Without exposing yourself to your industry and an ever growing fan-base, you run the risk of being invisible. Get the inside scoop from seasoned industry professionals on how they leveraged their creativity and know-how to get seen, heard and recognized.

- Bill Brownstein**, Montreal Gazette Columnist, Author, Broadcaster, Filmmaker
- Dave Cool**, Director of Artist Relations (Music), Bandzoogle
- Sterling Downey**, Co-Founder, Under Pressure Festival and Magazine
- Barry Lazar**, Documentary Film Producer & Writer
- Ian McGillis**, Writer

INSPIRATION: **FROM DREAM TO PANADREAM**

Christopher Godziuk & Lydia Lukidis
Co-Founders & Artistic Directors,
Panadream Theatre

Panadream Theatre creates innovative marionette theatre for young audiences, and has collaborated on projects with Cirque du Soleil, Feist, and Moment Factory. Their puppets have also been featured in the movie *Mirror Mirror* starring Julia Roberts.

This dynamic duo started their journey as YES clients, and will share how they leveraged various services and supports within the community to launch and grow their brand.

\$25



Early-Bird Special

\$35

After May 17

HOW TO REGISTER

Online: www.yesmontreal.ca

Phone: **514.878.9788**

At the YES Centre: **666 Sherbrooke West, Suite 700**
Montreal, Quebec H3A 1E7



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Successful futures start with 

As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start businesses.

ARTISTS' PROGRAM (open to all ages)

YES Artists' Program supports artists by helping them develop the tools and entrepreneurial skills to build rewarding and sustainable careers in the creative milieu. Services to artists include one-on-one coaching, legal and accounting consultations, resources, referrals, and workshops on topics including grant-writing, marketing, finding representation and copyright laws.

YES offers many other programs for FREE or at a nominal charge:

ENTREPRENEURSHIP PROGRAM (open to all ages)

WOMEN IN TECHNOLOGY PROGRAM (open to all ages)

MENTORSHIP PROGRAM (open to all ages)

JOB SEARCH PROGRAM (ages 16 to 35)

YES would like to thank our community partners, **English-Language Arts Network, Quebec Drama Federation, Quebec Writers Federation**, and all the volunteers on the Artists' Conference & Expo Committee for their invaluable contribution to this event.

All conference content and presentations will be conducted in English. For the cancellation policy, please visit www.yesmontreal.ca or call **514-878-9788** for more information.