



2019 Northwest Michigan Arts & Culture Summit

Sharpening the Tools in Our Toolbox: Hands-On Advocating for Arts & Culture

Artists of all disciplines, arts & cultural organizations, creative businesses, community builders, planners and stakeholders are invited to participate in the Northwest Michigan Arts and Culture Summit on Thursday, May 9, at Interlochen Center for the Arts. This is the fourth annual regional summit to strengthen relationships, share resources, learn and continue building the ten-county arts and culture network. This year's summit focuses on discussions, demos and breakouts with hands-on tools and strategies that can be easily used individually and collectively to advocate, promote, fundraise for and support the ecosystem that supports arts, culture, and our creative connections.

Thursday, May 9, 2019

9:00 am – 3:30 pm

Registration, Breakfast, Networking begins 8:15 am

Mallory-Towsley Center for Arts Leadership - Interlochen Center for the Arts

Registration/Info: nwm.org/artsummit or www.nwmiarts.org

\$15 (includes continental breakfast & lunch)

Featuring:

- Interactive presentations, discussions & breakout sessions
- Networking, resource sharing & one-on-one time
- Strategies, tools and opportunities to boost advocacy, funding and promotion
- Hands-on tools for community engagement, artist support & network building

Partial speaker and presentation list include, among others:

- State of the State of Arts & Culture
- Speed Dating for Arts & Culture with IPR
- Pitch! Media Coverage of Arts & Culture - Tips, tools, timelines & discussion
- "A"dvocacy / "a"dvocacy – Brand ambassadors, engagement, community leaders
- Creating Connection 2.0 – Strategies, examples & tools from Arts Midwest's program
- No Margin, No Mission – Strategies, opportunities & ideas for increased funding
- Lightning Round of Great Ideas – Opportunities & sharing at work in NW Michigan
- Speakers (*partial list*):
 - Alison Watson, Executive Director, Michigan Council for Arts & Cultural Affairs
 - Peter Payette, Executive Director, Interlochen Public Radio
 - Emily Tyra, Editor, MyNorth & Traverse Magazine
 - Lynda Twiardowski Wheatley, Editor, Northern Express
 - Anne Stanton, Executive Director, National Writers Series
 - Ashlea Walter, Artist, Marketing Specialist and Political Strategist
 - Jason Dake, Denos Museum Center & Michigan Museums Association Board
 - Alison Metiva, Vice President, Grand Traverse Regional Community Foundation
 - Joe Beyer, Executive Director, Michigan Legacy Art Park
 - Sarah Kime, Executive Director, Glen Arbor Arts
 - Daniel Marbury, Program Coordinator, Crosshatch Center for Art & Ecology

For more information, contact Mary Gillett at mgillett03@gmail.com or 231-883-8388.