



The Best of Oregon

CITY of BEAVERTON

NEWS RELEASE

Public Information Office

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FOR IMMEDIATE RELEASE

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CITY OF BEAVERTON HOSTS FALL ARTIST WORKSHOPS

BEAVERTON, Ore. – The City of Beaverton’s Arts Program is hosting artist workshops this fall presented by Jeffrey Howard at several Beaverton locations. This program is funded by the city of Beaverton and Oregon Community Foundation. All workshops take place from 5:30-8:30 p.m.

Howard helps artists manage their businesses and find ways to sell their work. In these workshops, Howard will help artists learn bookkeeping and tax filing, marketing skills, and how to network effectively.

All workshops are free and open to the public. Please RSVP to any of these workshops by emailing artsmail@BeavertonOregon.gov with the workshop title in the subject line.

Bookkeeping/Taxes

Monday, Sep. 19, 5:30-8:30 p.m.

Beaverton City Library, Meeting Room B, 12375 SW Fifth St.

Learn how to have fun managing money and preparing taxes. Artists will also learn how to set goals for future income and expenses, analyze and adjust financial levers, and create a fun and effective way to keep track of money.

MARKETING SERIES

Email Marketing

Monday, Sep. 26, 5:30-8:30 p.m.

Beaverton City Library, Meeting Room A, 12375 SW Fifth St.

Learn how to build an effective email marketing strategy. Artists will investigate what works in email marketing and what does not while creating their very first email campaign in MailChimp.

Networking

Monday, Oct. 3, 5:30-8:30 p.m.

The Beaverton Building, Council Chambers, 12725 SW Millikan Way

Learn how to connect with people who can assist in achieving goals and building friendships at the same time. Artists will get to create a strategy for finding these people, and attracting and engaging them all while having a great time doing it.

Building a Contact List

Monday, Oct. 10, 5:30-8:30 p.m.

Beaverton Community Center, 12350 SW Fifth St. #100

Learn how to have fun managing contacts. Artists will learn different tactics for collecting new fans, examine different tools for managing them, and making real connections with people along the way.

Social Media Marketing

Monday, Oct 24, 5:30-8:30 p.m.

Beaverton City Library, Meeting Room B, 12375 SW Fifth St.

Learn the value of social media to art and how to use it to your advantage. Artists will learn how to write part of a marketing plan around a social media marketing campaign.

Benefit Partner Marketing

Monday, Nov. 7, 5:30-8:30 p.m.

Beaverton Activities Center, 12500 SW Allen Blvd.

Learn how to partner with local organizations to achieve social and philanthropic goals while growing business. Artists will leave with a plan and the tools to begin engaging the community.

Marketing Plan 101

Monday, Nov. 14, 5:30-8:30 p.m.

Beaverton Community Center, 12350 SW Fifth St. #100

This is the culmination of the marketing series. Artists will leave with a real marketing plan in hand and concrete steps that can be taken to begin building an art business and achieving goals.

For more information, visit www.BeavertonOregon.gov/ArtistWorkshops.

ABOUT JEFFREY HOWARD

Since 2000 Jeffrey Howard has been helping artists manage their businesses and find ways to sell their work. His goal is to help artists get the tools they need to succeed and live the life they dream of. He teaches artists how to manage their finances and plan for the success of their businesses, and creates opportunities for artists to show their work in coffee shops, bars, restaurants and other high traffic businesses. He puts artists' work in front of curators at galleries and museums and helps artists manage their brands in order to capitalize on their successes. For more information, visit www.Facebook.com/jeffreythoward.1745.

For more information, reminders and community news, visit www.BeavertonOregon.gov. Also follow Beaverton on Facebook at www.facebook.com/CityofBeaverton, or Twitter at www.twitter.com/CityofBeaverton.

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Caption: The City of Beaverton will host a series of artist workshops this fall, from taxes and bookkeeping to social media marketing and networking. Instructor Jeffrey Howard (*pictured*) will lead the classes. (*Photo/Jeffrey Howard*)