



# Miami ARTS Marketing Project

Sponsored By  
DR. SANFORD & BEATRICE ZIFF

## SOLVING THE MARKETING PUZZLE:

CUTTING EDGE STRATEGIES FOR REACHING AND KEEPING TODAY'S ARTS CONSUMERS



## WORKSHOP 2012 SERIES

### Attendee Information

Organization \_\_\_\_\_

Attendee \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Payment**     Credit Card     Check (Send to PO Box 012100, Miami, FL 33101)

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

**Scholarships** Please select one scholarship qualification.

Available for Workshops & Roundtables

GRANT RECIPIENTS OF: Miami Dade Department of Cultural Affairs

Youth Arts Miami     Hannibal Cox, Jr.     Cultural Adv.

Community Grants     Developing Arts in Neighborhoods

GRANT RECIPIENTS OF:  City of Coral Gables

PAID MEMBERS OF:     The Greater Miami Festivals & Events Assoc.

**FULL PROGRAM SERIES: \$165/Person**  
Save 20%    All 6 Workshops + 4 Roundtables

**SIGNATURE SERIES: \$100/Person**  
Save 20%    Choose 4 Workshops + 2 Roundtables

**MINITURE SERIES: \$65/Person**  
Save 15%    Choose 3 Workshops

**INDIVIDUAL TICKETS: \$25/Person**  
Choose 1 Workshop

**\$15/Person**  
Choose 1 Roundtable

**BREAKFAST TICKETS: \$25/Person**  
Not included with any package.    Choose Breakfast

Select events below based on the level you choose.

- Workshop—January, Marketing Magic
- Workshop—February, Corporate Sponsorship
- Workshop—March, Publicity
- Workshop—April, Young Professionals
- Workshop—May, Marketing Case Studies
- Workshop—June, Social Media
- Breakfast with the Arts & Hospitality Industry
- Marketing Roundtable—Arts Coral Gables, South Dade
- Marketing Roundtable—Dance
- Marketing Roundtable—Festivals & Events
- Marketing Roundtable—Marketing & Collaborations

Send Registration & Payment to  
**PO Box 012100, Miami FL 33101 | Fax to (305) 357-3882 | Email to reina@artsbizmiami.org**  
 For More Information Call: (305) 326-1021 or (305) 326-1011