

Starting a Creative Business Event Recap

On Saturday, 12 May 2018 we partnered with WorkInCulture and Kingston Economic Development Corporation to host the workshop “Starting a Creative Business” at the new Rideau Heights Community Centre in Kingston’s North End. Supported by the Trillium Foundation, “Starting a Creative Business” is an initiative of WorkInCulture to support creative professionals of diverse artistic disciplines who are thinking about building a creative enterprise.



Through interactive, reflective, and writing activities that correlate with a workbook, participants got to step into the business mind frame and leave with the key components of their business more clearly defined. The workshop provided the basic tools of creating, developing and putting together a solid creative business idea that will eventually shape a business plan. Exercises including articulating strengths and

passions, creating a client avatar and mapping the value of one's business.

The workshop was led by Snjezana Prujinic, a creative business professional and facilitator with over 10 years of experience in the creative sector as a dancer, producer, writer, community art facilitator and art manager. She is also the co-founder and facilitator of "Business of Arts," an art entrepreneurship workshop for visual artists.



The workshop concluded with a panel of guests from the Kingston community. Artist, graphic designer, printer and educator Vincent Perez and artist and arts educator Danielle Folkerts offered tips, talked about their successes and challenges in running a creative business and answered questions from the audience. Kingston Arts Council Executive Director Danika Lochhead and Kingston Economic Development Corporation Business Development Officer Katie Ross offered their perspective on funds and resources available to Kingston artists interested in starting a business.

Thank you to our partner organizations and to The City of Kingston for the support in securing the venue.