

DANCE / NYC 2018 SYMPOSIUM

Overview 2019 Symposium **Agenda** Speakers Venue Sponsors E+I Partners Volunteer Past Symposia

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Sunday, February 25, 2018

10:00 a.m. to 6:00 p.m.

Registration and Coat Check open at 9:00 a.m.

Gibney Dance: Agnes Varis Performing Arts Center  
280 Broadway, New York, NY 10007

[Find directions and accessibility features here.](#)

VIEW SESSION TIMETABLE HERE

## Keynotes

Welcome Remarks

10:00 a.m. to 10:30 a.m.

Conversation on the role of the government in supporting the arts with Americans for the Arts President and CEO Robert L. Lynch & Alternate Roots Executive Director Michelle Ramos, moderated by Dance/NYC Executive Director Lane Harwell

Studio H, Capacity: 150

Facebook Live in Studio C, Capacity: 125

Second Overflow Room in Studio Y, Capacity: 100

10:30 a.m. to 11:30 a.m.

Conversation on the role of the artist as advocate and activist in a changing United States with

Deana Haggag, President & CEO of United States Artists, and

Bill T. Jones, Artistic Director of New York Live Arts

Studio H, Capacity: 150

2:15 p.m. to 3:15 p.m.

## Dance in a Changing United States

This series of discussions grapples with the role of dance artists and their artistry in impacting spheres of national urgency, including cultural spaces, criminal justice, and climate change, in response to the demands of a new presidential administration.

National Dance Funding in a New Presidential Administration

11:45 a.m. to 12:45 p.m., Studio H, Capacity: 150

This session will consider the role of local funders and how public and private funding for the arts is changing one year into a new presidential administration.

Featured Speakers:

- Edwin Torres, President and CEO, Grantmakers in the Arts (moderator)
- Jina Paik, Director of Advisory Services, Nonprofit Finance Fund; Board of Directors, Dance/NYC
- Kerry McCarthy, Program Director, Thriving Communities, Arts & Historic Preservation, New York Community Trust
- Margaret Morton, Director of Creativity and Free Expression, The Ford Foundation
- Susan Feder, Program Officer, Arts and Cultural Heritage, The Andrew W. Mellon Foundation
- Tom Finkelpearl, Commissioner, New York City Department of Cultural Affairs

#### Nightlife, Social Dance, and the Underground

2:15 p.m. to 3:15 p.m., Studio Y, Capacity: 100

How have dance practices situated in clubs, bars, warehouses, and neighborhood centers historically helped to shape community bonds, and how do they continue to challenge and inform the NYC dance scene today? How can dance artists use their bodily practices to create economically viable, hyper-local conversations in community neighborhoods? Audiences will participate in an in-depth discussion with leaders from NYC's vibrant social dance scene, as well as performers and choreographers working in bars, clubs, and for-profit enterprises. We will consider the role of the City's new Office of Nightlife will take in restoring equity and how it will support the repeal of the Cabaret Laws.

Featured Speakers:

- Cecilia Lynn-Jacobs, Junior Committee Member, Dance/NYC (co-moderator)
- Katy Dammers, Junior Committee Member, Dance/NYCr (co-moderator)
- Brian Polite, Co-founder, Afro Mosaic Soul Dance Collective
- Christopher Rogicki, Founder, Fuákata Cuban Salsa Group
- SHYBOI, DJ, Discwoman, Dance Liberation Network

#### Dance and Climate Change

3:30 p.m. to 4:30 p.m., Studio H, Capacity: 150

This session how dance artists are addressing climate change and environmental justice through art and activism.

Featured Speakers:

- Trellis Stepter, Program Officer, Mertz Gilmore Foundation (Moderator)
- Davalois Fearon, Founder and Artistic Director, Davalois Fearon Dances
- Jill Sigman, Choreographer, Founder and Artistic Director, jill sigman/thinkdance
- Jody Sperling, Founder and Artistic Director, Time Lapse Dance
- Lynn Neuman, Executive and Artistic Director, Artichoke Dance Company, Regional Partner of Global Water Dances
- Stefanie Batten Bland, Choreographic Artist and Artistic Director, Company SBB

#### Trans and Gender-Nonconforming Artists in Dance

4:45 p.m. to 5:45 p.m., Studio H, Capacity: 150

Have you ever hired, presented, and/or funded a trans dance artist? Can you name more than 5 trans and/or gender-nonconforming artists? When you say "gender equity," does that include us? Have you met us? Join us for a conversation including trans and gender-nonconforming artists in dance and live performance.

Featured Speakers:

- Ashley R.T. Yergens, Dance Artist (moderator)
- Imma Asher, Artist
- NIC Kay, Artist
- Sean Dorsey, Artistic Director, Sean Dorsey Dance and Fresh Meat Productions
- Zavé Martohardjono, Artist; Symposium Programming Committee Member, Dance/NYC

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## Voices on Race and Dance

This track will consist of one-hour roundtable discussions, panels, and workshops that bring together leading national voices in order to explore and foster solutions for an equitable dance ecology.

#### Working Together for Racial Equity

11:45 a.m. to 12:45 a.m., Studio U, Capacity: 50

Walk away from this interactive workshop with deeper insights into experiences around race, an understanding of racial equity core concepts, and a systems-thinking framework to assess and transform your organization. Come ready to share your wisdom and cocreate! *Please note this session has a capacity of 50 people.*

Facilitated by:

- Alia Lahlou, Facilitator, Trainer, and Consultant

[Dance. Culture. Resilience.](#)  
(POC only session)

1:00 p.m. to 2:00 p.m., Studio U, Capacity: 100

Dance Culture Resilience is a skills-sharing creative strategy session focused on the way in which POC dance makers are thriving and building self-determined spaces and practices to further their wellness, artwork, and communities. This session is offered to self-identified People of Color (POC) and seeks to serve as a safer space for Black, Brown, and other POC folks to organize, share and celebrate strategies and tools for solidarity. Participants should come prepared to listen and share. Please bring brochures, resources, recipes for resilience, and business cards. There will be a swap table set up to exchange tools and resources. Let's build!

Facilitated by:

- Ebony Noelle Golden, Founder and CEO, Betty's Daughter Arts Collaborative

[Anti-Racism is Led by People of Color: So What Does My White Ally-ship Look Like?](#)

1:00 p.m. to 2:00 p.m., Studio H, Capacity: 100

Racism separates us, and community brings us back together. This session will hold space for white identified people to share experience, questions, and resources regarding what kinds of ally-ship, activism, and organizing they are already engaged in. While learning from each other, we will brainstorm ways to continue to strive for ally-ship, and compassionately examine the difference between intention and impact as it plays out in anti-racist organizing. While this session will focus on white experience, it is open to anyone. Facilitators all come from the training of [The People's Institute for Survival and Beyond](#) and use their principles as the foundation for our anti-racist organizing.

Featured Participants:

- Jen Abrams, Member of ACRE and Breaking White Silence
- EmmaGrace Skove-Epes, Member of ACRE and Breaking White Silence

*Session still in formation*

[Decolonizing Dance: A Long Table](#)

2:15 p.m. to 3:45 p.m., Studio U, Capacity: 100

How has colonization manifested in dance training, making, presenting, critiquing, documenting, and theorizing? Who are the colonizers and the colonized? What initiatives could be launched to decolonize these sites of power imbalance?

This session will take the form of a Long Table discussion. A Long Table - conceived by Lois Weaver of the lesbian theater duo Split Britches - is a physical space and a non-hierarchical process for people gathering in conversation on topics of communal concern. It allows for an abundant free-flow of ideas, opinions, information, and energy. A curated core group of table guests set the table with food for thought. These guests are not the typical panel of experts, will make no formal presentations, nor will there be a Q&A. They are guests - and so are you, as you sit and listen in. These core participants open the conversation with initial thoughts. They model how to approach the table by first introducing themselves (name, pronouns, and brief identification or affiliation). Each Long Table is set up with chairs for this core group plus at least a few empty chairs. At any point, if you have a thought or questions to share, feel free to take a seat at the table and wait for an opening to speak.

For more resources and information on what a Long Table is, check out these resources: [What is a Long Table](#) and [Long Table Etiquette](#).

Core Participants:

- Eva Yaa Asantewaa, Writer, Curator, and Educator, InfiniteBody and EYA Projects (moderator)
- André M. Zachery, Artistic Director, Renegade Performance Group
- Ayodel Casel, Artist
- George Emilio Sanchez, Performance Artist; Chairperson, Department of Performing and Creative Arts, College of Staten Island
- J. Soto, Programs Coordinator for Equity & Inclusion Initiatives, Movement Research
- Dr. Layla Zami, Artist and Scholar; Immigrant Artist Task Force and Symposium Programming Committee Member, Dance/NYC

[Dance Makers on Race and Equity: Dance and Performance as a Form of Resistance and Protest](#)

4:00 p.m. to 5:30 p.m., Studio U, Capacity: 100

This session invites dance makers to share their practices and visions for activating dance as a medium for resistance and protest for racial equity. This session will use the [Fishbowl Teaching Strategy](#).

Featured Speakers:

- Sydnie L. Mosley, Artistic Director, Sydnie L. Mosley Dances; Advisory Committee and Symposium Programming Committee Member, Dance/NYC (moderator)

- Brittany Williams, Founder, Dancing for Justice
  - Joya Powell, Artistic Director and Choreographer, Movement of the People Dance Company
  - Sita Frederick, Director of Community Engagement Programs at Lincoln Center Education; Artistic Director at Areytos Performance Works; Advisory Committee and Symposium Programming Committee member, Dance/NYC
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## Dance and Technology

### Controlling Systems Through Wearable Soft Circuitry and Movement with Keira Heu-Jwyn Chang

Studio V, open 10:00 a.m. to 5:45 p.m.

Gibney Dance's new spaces at 280 Broadway are equipped with groundbreaking technologies made accessible through their Digital Technology Initiative. In this room, participants can play with inexpensive coin-sized sensors sewn into garments and will explore how to use position, acceleration, light exposure, and touch input to control sound elements and video. Participants can also explore human computer interaction, generating projections that respond to the movement of the body with the use of a Kinect camera. The room is in partnership with the Emerging Movement Council (an Inter-University Collaborative).

Featured Collaborators:

- Curated by Scott Shaw, Creative Services and Digital Technology Manager, Gibney Dance
- Produced by Paul Galando, Chair, Emerging Movement Council and Chihiro Shimizu, Director, Emerging Movement Council
- Technology Presented by Keira Heu-Jwyn Chang, Digital Technology Initiative Advisory Committee Member

[Gibney Dance's Digital Technology Initiative](#) seeks to empower every artist within its facilities to create and disseminate high-quality digital content by providing ready access to services, hardware, and software.

DTI's services include:

- Introductory Workshops on dance filmmaking and postproduction
- Professional workshops on digital technology and the creative process
- Free one-on-one consultations with DTI Staff
- Free workstations equipped with the full Adobe Creative Suite
- Subsidized Filming and Production Services

Learn more by visiting [GibneyDance.org/DTI](http://GibneyDance.org/DTI)

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## Action-Oriented Research

Studio C, Capacity: 125

This track will consist of one-hour panels that discuss action-oriented research guiding strategic policy, fund development, and improved management practice in dance.

### Engaging Audiences for Integrated and Disability Dance Artistry

2:15 p.m. to 3:15 p.m.

Dance/NYC's current research on integrated and disability dance artistry delves into the needs and challenges of practicing and performing integrated and disability dance artistry in the metropolitan area from the perspective of the Disability. Dance. Artistry. Fund grantees. This session, focused on the nexus of disability and dance, invites respondents and participants to consider: What barriers do integrated and disability dance artistry makers experience in working to engage disabled and nondisabled local audiences? What strategies are effective for engaging local audiences?

Featured Speakers:

- Donna Walker-Kuhne, President, Walker International Communications Group, Inc. (moderator)
- Alejandra Duque Cifuentes, Programs Manager, Dance/NYC
- Alice Sheppard, Artistic Lead and Founder, Kinetic Light, Board of Directors and Disability. Dance. Artistry. Task Force Member, Dance/NYC
- Claude-Andree Louissaint, Managing Director, Heidi Latsky Dance
- Douglas Scott, Executive and Artistic Director, Full Radius Dance
- Heidi Latsky, Artistic Director, Heidi Latsky Dance
- Jess Curtis, Artistic Director, Gravity
- Marc Brew, Artistic Director, AXIS Dance Company
- Mary Verdi-Fletcher, President/Founding Artistic Director, Dancing Wheels Company & School

### Immigrant and Foreign-Born Artists in the NYC Dance Workforce

3:30 p.m. to 4:30 p.m.

As a part of its new Immigrant Artists Initiative, Dance/NYC's research on immigrant artists in New York City aims to extend the role of

artistry in fostering the inclusion, integration, and human rights of the population of immigrants in the metropolitan area, while shaping national and global discussions about changing demographics. This session, focused on preliminary demographic and workforce findings, seeks to generate recommendations for policy, investment, and programs to advance the meaningful integration of immigrants in the dance workforce in New York City, and, by extension, increase equity for the field nationally.

Featured Speakers:

- Hannah Joo, Equity and Inclusion Coordinator, Dance/NYC (research presentation)
- Juliana Koo, Vice President, TDC (moderator)
- Candace Thompson, Artistic Director, ContempoCaribe; Founding Executive Director, Dance Caribbean COLLECTIVE; Immigrant Artist Task Force Member, Dance/NYC
- nora chipaumire, Artistic Director, company chipaumire, Choreographer; Immigrant Artist Task Force Member, Dance/NYC
- Pelenakeke Brown, Artist, Writer, and Performer; Immigrant Artist Task Force Member, Dance/NYC
- Pontus Lidberg, Choreographer, Pontus Lidberg; Immigrant Artist Task Force Member, Dance/NYC

### Advancing Fiscally Sponsored Dance Artists & Projects

4:45 p.m. to 5:45 p.m.

Following the artswide report, Advancing Fiscally Sponsored Dance Artists & Projects assesses sponsored dance in the artswide context. By extending its purview beyond institutions and offering the first-ever comprehensive snapshot of the characteristics, needs, and opportunities of the sponsored dance workforce, Dance/NYC seeks to advance a dance ecosystem in the New York City area that is expansive and equitable and to generate innovations that directly benefit artists and their artistry. In this session, fiscally sponsored artists share their reflections and recommendations based on the study findings, as well as on their own personal experiences, which were offered in commissioned essays as a part of the research.

Featured Speakers:

- Carrie Blake, Senior Consultant, Webb Management Services Incorporated (research presentation)
- Ayoka Wiles-Abel, Director of Programs and Strategy, Brooklyn Arts Council (moderator)
- Carrie Beehan, Multimedia Performer and Artist
- Jeremy McQueen, Artistic Director, The Black Iris Project
- Malini Srinivasan, Artistic Director, Choreographer and Dancer, Malini Srinivasan and Dancers
- Mark Travis Rivera, Founder and Artistic Director, marked dance project

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## Dance Education

Studio Y, Capacity: 100

This series of sessions brings together leading national and local voices to explore and foster the role of dance education in creating an equitable dance ecology.

### Local Issues in Dance Education

11:45 p.m. to 12:45 p.m., Studio Y, Capacity: 100

This session will consider the key issues and opportunities for dance education in the metropolitan New York City area? How will the City's first-ever cultural plan, CreateNYC, generate impact? How is the national landscape impacting New York?

Featured Speakers:

- Andrew Jannetti, Dance Educator, New York City Department of Education; President, NYSDEA; Artistic Director, Andrew Jannetti & Dancers; School Breaks Director, BAX (moderator)
- Jennifer Fertile, Parent Liaison, New York City Department of Education
- Patricia Dye, Dance Educator, Science Skills Center High School, New York City Department of Education
- Phaedra Manning, Student, John Jay College of Criminal Justice
- Zazel-Chavah O'Garra, Artistic Director, ZCO/DANCEPROJECT; Disability. Dance. Artistry. Task Force Member, Dance/NYC

### Dance Education in Higher Education Information Session

1:00 p.m. to 2:00 p.m., Studio Y, Capacity: 100

Moderated by Diane Jacobowitz, Executive & Artistic Director, Dancewave, this interactive session will provide the Symposium's education partners an opportunity to share information about their programs and goals and to connect with their students.

### Dance Education in K-12 Education for Disabled Students

3:30 p.m. to 4:30 p.m., Studio Y, Capacity: 100

This session will consider how K-12 educators are working to create inclusive spaces for disabled students. What bright spots exist, and what is needed?

#### Featured Speakers:

- Ana Inés Rubinstein, Dance Educator, New York City Department of Education (moderator)
- Jerron Herman, Development Director, Heidi Latsky Dance
- Marin Rosman, Student, Winston Prep School
- Michelle Mantione, Dance Educator; Symposium Programming Committee Member, Dance/NYC
- Pamela Pritzker, Arts Matter Program Coordinator, New York City Department of Education
- Rachel McCaulsky, Special Education Teacher, Literacy Through Movement, New York City Department of Education

#### Dance Teaching Artistry

4:45 p.m. to 5:45 p.m., Studio Y, Capacity: 100

This session will consider the role of individual teaching artists in providing dance education for every child.

#### Featured Speakers:

- Ellen Weinstein, Artistic Director, National Dance Institute (moderator)
- Belinda A. Sáenz, Dance Teaching Artist, Lincoln Center Education and Disney Theatrical Group
- Claire Tunkel, Director of Curriculum and Training, Urban Arts Partnership
- Pia M. Murray, Dance Educator, New York City Department of Education; Teaching Artist, NYLA Thinkers and Movers
- Roxane D'Orléans Juste, Director, Limón4Kids, José Limón Foundation

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## Business of Dance

This series of workshops and resources features key strategies for the development and sustainability of dance practice for individual artists, companies, and organizations. Sessions will discuss tools for increasing inclusion and advocacy within organizations, accessing legal resources for artists, grant writing, healthcare, entrepreneurship, and more.

#### Legal Clinic

10:00 a.m. to 1:00 p.m., Studio D

The Legal Clinic, organized by Dance/NYC Board Chair Elissa D. Hecker offers 30-minute individual consultations with arts and entertainment attorneys who are volunteering through the Entertainment, Arts and Sports Law and Intellectual Property Sections of the New York State Bar Association. Attorneys are prepared to discuss legal issues concerning entertainment, intellectual property (i.e. copyright and trademarks), licensing, corporation/incorporation, and collaboration agreements, sexual harassment policies and investigations, among other issues.

[Attendees who wish to participate in the Legal Clinic should sign up for a slot through our online form.](#)

#### Featured Attorneys include:

- Adam N. Weissman, Adam N. Weissman Law
- Amy A. Lehman, Director of Legal Services, Volunteer Lawyers for the Arts
- Anne LaBarbera, Law office of Anne LaBarbera
- Camille Turner, Haug Partners
- Carol S. Desmond, Satterlee Stephens Burke & Burke LLP
- Cheryl L. Davis, General Counsel in The Authors Guild
- Diane Krausz, The Law Offices of Diane Krausz
- Eirini (Irene) Ioannidi, Georgoulis PLLC,
- Elissa D. Hecker, Esq., Law Office of Elissa D. Hecker Esq.; Chair of the Board of Directors, Dance/NYC
- Jana S. Farmer, Wilson Elser Moskowitz Edelman & Dicker LLP
- Joseph Tedeschi, Managing Director, General Counsel, Global Cards Citi
- Kathy Kim, 101 Productions
- Kimberly M. Maynard, Frankfurt Kurnit Klein & Selz PC
- Madeleine Nichols, Nichols Law Group
- Merlyne Jean-Louis, Jean-Louis Law, P.C.
- Stacy Wu, Asst. General Counsel in IP/Trademarks CBS Corporation

#### Individual Giving: Fundraising for Artists

11:45 a.m. to 12:45 p.m., Studio B, Capacity: 30

Artists who aren't afraid of hearing "no" are great at asking donors for support. Learn how to tenaciously ask for and get the support you need whether you are making an in-person ask, developing solicitation materials, or running a crowdfunding campaign. You can raise money confidently and meet your goal. Come get some sound advice on how to get your campaign started off on the good foot!

#### Featured speakers:

- Shawn René Graham, Deputy Director, Programs and Services, The Field

11:45 a.m. to 12:45 p.m., Studio C, Capacity: 125

This workshop will provide members of the dance community with an overview of their rights and options surrounding sexual harassment in the workplace. Dancers, dance administrators, and leaders of dance organizations and companies will learn about the unique importance and challenges of implementing and adhering to a clear sexual harassment policy. Participants can be expected to leave the session with a better understanding of:

- The legal definition of discrimination and harassment;
- How harassment might manifest uniquely in the dance community;
- How to respond to sexual harassment;
- How to connect to resources or care

Featured Speakers:

- Catherine Drury, LCSW, Dancers' Resource Social Worker, The Actors Fund

#### [Beyond Accessibility: A Workshop with Inclusion in the Arts and the New Jersey Theatre Alliance](#)

11:45 a.m. to 12:45 p.m., Studio E, Capacity: 40

What does it take to make your organization and its programming truly inclusive of disabled patrons and artists? Arts advocacy leaders from Inclusion in the Arts and the New Jersey Theatre Alliance will go beyond accessibility to impart key principles and practices that promote full inclusion in the performing arts. In this 60-minute deep dive, arts administrators, dance makers, and facilities managers will come away with the tools to promote an inclusive culture at their organizations.

Featured Speakers:

- Christine Bruno, Disability Advocate, Alliance for Inclusion in the Arts; Disability. Dance. Artistry. Task Force Member, Dance/NYC
- John McEwen, Executive Director, New Jersey Theatre Alliance

#### [Tax Reform and Nonprofits: The Impact of the Tax Cuts and Jobs Act](#)

2:15 p.m. to 3:15 p.m., Studio E, Capacity: 40

This session will address the Tax Cuts and Jobs Act, and some of the key provisions that affect nonprofit organizations. Topics include changes to the rules related to unrelated trade or business taxable income (UBTI), excise taxes, and the increase in the standard deduction and adjusted gross income limitation for donations to public charities.

Featured speakers:

- Amy Zelcer, Attorney, Proskauer Rose LLP

#### [SmART Bar Consultations](#)

1:00 p.m. to 5:00 p.m., Studio D

SmART bars are individual strategic consultations that follow the National Performing Arts Convention model. Drawn from the Arts and Cultural Consultants Network (ACCN), Nonprofit Finance Fund's Advisory Services, and other partners, SmART bar tenders will respond to any range of questions—from board and fundraising issues to fresh business and marketing ideas—providing tailored recommendations and direction to further resources. Financial topics covered include better budgeting techniques, crafting your financial story, communicating with and through financial reports, balancing money with a mission, effective capitalization, investment strategy, and more. Sign up available at the event.

[Attendees who wish to participate in the SmART Bar should sign up for a slot through our online form.](#)

Featured Consultants include:

- Alex Goleman, Director of Fiscal Services, Pentacle
- Andy Chiang, Executive Director, Nai-Ni Chen Dance Company
- Clarissa Soto Josepchs, Director of Programming, Pentacle
- Doug Post, Gallery Administrator, Pentacle
- Elizabeth Jones, Associate, LG Capital for Culture
- Elizabeth Lewis, Brand Manager, Optic White Toothpaste Colgate and Palmolive
- Elizabeth Zimmer, Dance Critic, The Village Voice
- Kate Taylor, Consultant, Kate Taylor Consulting
- Mathew Heggem, Co-founder and Choreographer, Left Side Labs
- Rosalba Mazzola, Founder, Mazzola Financial Services
- Sandy Garcia, Director of Booking, Pentacle
- T.A. Fields, Founder, Get Off My Couch!

#### [Dance Entrepreneurship - Investing in Your Infrastructure](#)

2:15 p.m. to 3:15 p.m., Studio B, Capacity: 30

With more than 40 years of experience working with artist entrepreneurs, Pentacle understands that investing in infrastructure leads to artistic success. This workshop will help artists think creatively about their business structure through real-life examples from our changing

industry and the current economy.

Featured Speakers:

- Mara Greenberg, Director, Pentacle
- Clarissa Soto, Director of Programming, Pentacle
- Alex Goleman, Director of Fiscal Services, Pentacle

#### [Budgeting 101 for Artists](#)

3:30 p.m. to 4:30 p.m., Studio B, Capacity: 30

A budget is a planning tool and a communication tool that can help artists raise and manage resources. Yet for many artists, the process of building a budget is unfamiliar and can seem complicated or confusing. In this workshop, participants will learn how to construct a line item budget as a core component in financial management and planning. The session will also include a review of basic budgeting terms and concepts, sample budgets, and address the critical relationship between professional and personal finances.

Featured Speakers:

- Kay Takeda, Vice President, Grants and Services, Lower Manhattan Cultural Council

#### [Social Advertising for the Misinformation Age](#)

3:30 p.m. to 4:30 p.m., Studio E, Capacity: 40

How, in this cluttered and confusing political climate, can we successfully write marketing copy for our work? How can we wield that writing via social advertising to authentically build varied but relevant communities around advocacy and art-making? In this action-oriented lab, we'll playfully peel back dense layers of human psychology and data-driven social media advertising to reveal how humans that can be empowered or manipulated. Together, we'll innovate new systems for creative audience engagement that resist misinformation and establish meaningful relationships with fans and collaborators. The workshop will include quick-and-dirty tutorials, brainstorming exercises, and on-the-spot community building. Expect to walk away with a flood of new ideas, a small army of allies, and take-home tactics to activate your audience.

Featured Speakers:

- Jamie Benson, Rebel-Clown Choreographer and Consultant, jamiebenson.com

#### [Dance Resources at The Actors Fund: Health Care, Housing, and Financial Wellness](#)

4:45 p.m. to 5:45 p.m., Studio E, Capacity: 40

Join a panel of experts from The Actors Fund who will share their insights on managing three challenges NYC artists face: healthcare, housing, and financial wellness. Learn what resources you can put to work right now!

Featured Speakers:

- Patch Schwadron, Senior Career Counselor, The Actors Fund (moderator)
- Daniel Arnow, Manager of Affordable Housing Initiatives
- Renata Marinaro, LMSW, National Director of Health Services, The Actors Fund
- Rebecca Selkove, Financial Wellness Counselor, The Actors Fund

#### [Grant Research and Writing Basics](#)

4:45 p.m. to 5:45 p.m., Studio B, Capacity: 30

Join New York Foundation for the Arts in an introductory workshop on grant research and proposal drafting for individuals, collectives, and groups. Artists will learn fundamental strategies for grant proposal writing, such as knowing what your various funding options are, identifying alignment with a funder, crafting a narrative, and writing for an audience. Participants will learn to effectively identify grant opportunities, develop a baseline understanding of the elements needed for a grant proposal, and craft a proposal for different funder audiences.

Featured Speakers:

- Madeleine Cutrona, Lead Program Officer for Fiscal Sponsorship at NYFA



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