

Crafting your HUSTLE

presents

How Much is that Widget in the Window?

\$

\$

The Art and Science of
Pricing and Negotiation Strategies

Tuesday
March 10th

6:00 - 6:30pm Networking

6:30 - 8:00pm Talk

CCAD MindMarket

Talk by

Elaine Grogan Luttrull

CCAD Business & Entrepreneurship

Founder, Minerva Financial Arts

As artists and designers become more entrepreneurial, discussions about pricing art and time have become more common. However, many creative entrepreneurs lack the basic vocabulary and economic understanding to participate in those conversations comfortably.

Four factors—cost, competition, customers, and competencies—affect the price for a creative entrepreneur's work or time. This workshop will outline the science behind each factor and assist participants in developing pricing strategies to enhance their own practices. Participants will be encouraged to bring an image (or example) of their work to complete

the hands-on pricing activities. Time permitting, participants will engage in a negotiating activity to put their pricing strategies into action.

By addressing each factor relevantly in a hands-on context as part of the workshop, participants will leave armed with financial empowerment and the confidence to carry that empowerment back to their studios, design agencies, board rooms, and workshops.

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