



2009 Pre-Conference Program Professional Development Seminar



REVOLUTIONARY

Maximizing the Online Revolution: Websites and Beyond

WHEN: Wednesday, May 20, 2009

TIME: 2:00 - 6:00 PM

WHERE: The Loews Philadelphia Hotel (Conference Hotel)

Commonwealth Rooms C & D

1200 Market Street, Philadelphia, Pennsylvania

COST: \$10 pre-registration for the entire afternoon; **\$15 at the door**

Pre-REGISTER online at: <http://www.snagmetalsmith.org/image/homepage/signup/.docs/pg/10034>

Improving Website Performance & Design

Make your website really work for you. In this highly informative and entertaining hour, **Marla Johnson Norris** from Aristotle Design (www.AristotleWebDesign.com) will share tips on building new websites, modifying existing ones to better engage web visitors, and to rank higher in search engines. Learn how to develop design elements that build your web audience and lead visitors to online purchasing.

Using Social Networking and Virtual Communities to Drive Business

Social Networking and online communities are quickly becoming one of the most useful tools in the virtual marketplace. **Marla Johnson Norris** will show you how to cut through the clutter using these free venues to create buzz about your work. During this session, she will cover a wide variety of networking opportunities that are readily and inexpensively available – from articles and blogs to consumer sites such as ETSY.com and trunkt.com to community sharing sites such as Flickr, YouTube, Twitter, Facebook, MySpace and LinkedIn.

The Evolving Role of the Gallery in a Virtual World of Commerce

How do galleries see their role in a world that is rapidly moving from the “brick and mortar” storefront to the glowing computer monitor? What unique services can and do galleries provide? How will artists sell their work comfortably in both worlds? During the second half of our afternoon, these issues will be examined from the perspectives of the gallery, the artist, and the collector.

Our group discussion includes **Karen Lorene**, Facere Jewelry Art Gallery; **Patti Bleicher**, Gallery Loupe; **Whitney Couch**, Object Fetish; **Sienna Patti**, Sienna Gallery; **Beth Ann Gerstein**, The Society of Arts and Crafts; and **Ruth Snyderman**, Works/ Snyderman Gallery. Be sure to take part in this dynamic and frank discussion.

Submit questions for our speakers (or comments about our program) in advance via email to: bermaid@harriete-estel-berman.info.

Additional Discussion will resume **Saturday, May 23**, from 11:45 to 12:45.
Bring your lunch and join us for a **PDS Follow-Up**.

The PDS (organized by Harriete Estel Berman, Andy Cooperman & Don Friedlich) is designed to offer information vital to establishing and maintaining a career. www.snagmetalsmith.org/Events/Professional_Development_Seminar/

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