

# EXPLORE: 2016 SECRET KNOWLEDGE CONFERENCE

Registration opens at 9am with coffee from Grendel's

10am - 10:45am

**Conference Welcome** - Noah Kleiman of Secret Knowledge  
**Keynote** - Portland City Commissioner Nick Fish

## DreamTENT

11am - Noon

**Secret Knowledge Exchange 1**

*visual arts, crafts, & makers*

Secret Knowledge Exchange is a series of three focused mini unconference-style workshops woven into the fabric of the day. Annie Rose Shapero facilitates.

## DreamBOX

**Slicing The Pie Right: creating clear agreements for creative collaboation**

Peter Vaughan Shaver of Sound Advice LLC talks about what matters financially when creative collaborations succeed and how to create mutually beneficial agreements when entering into a new creative collaboration.

## ThinkTANK

**It Always Comes Down To Pricing**

Kate O'Brien of Understory Creative talks about the greatest challenge we all face. Whether it's your hourly rate for services, the price of a product you make, how you bid on a project, or the price you set for fine artwork - pricing is what matters most when it comes to making a living with your talents.

12:15pm - 1:15pm

**Secret Knowledge Exchange 2**

*musicians & performers*

**Signs That You Shouldn't Sign That**

Bryan Wasetis of Oregon Volunteer Lawyers for the Arts and Aspect Law Group covers contract negotiation self-care for freelancers & small creative businesses. Know what to look for, when to look for professional legal help, and how to access pro bono legal services in Oregon.

**Retail Explained**

Dave Boeckel, CEO of William Henry shares his insights into why people buy & illuminates what really matters and what really doesn't when it comes product pricing, wholesale selling and building relationships with buyers at retail stores.

1:20pm - 2:30pm

**LUNCH BREAK (Bring your own sack lunch, or order from The Jupiter)**

2016 **Secret Knowledge** Conference  
Saturday, November 19th

**Jupiter Hotel** 800 East Burnside, Portland, Oregon

## DreamTENT

3pm - 4pm

### **Secret Knowledge Exchange 3**

*freelance creatives & general*

4:15pm - 5:15pm

### **Secret Garden of Knowledge / Open Exchange**

Take a break and do something creative with our program partners at SCRAP. We'll be creating an art garden where attendees can leave and find notes of wisdom.

5:30pm - 6:30pm

### **Secret Garden of Knowledge / Open Exchange** (continued)

6pm - 8pm

### **Conference Wrap Up / Open Exchange**

## DreamBOX

### **Rejiggering Your Release Plan**

Indie music publicity luminary Sierra Haager of Public Display PR takes us through the planning, promo, and press work it takes to drop a new album without fumbling.

### **7 Steps for Growing Your Arts Business**

Drawing from decades of experience as a museum curator, art gallery owner, and small business advisor Bonnie Kahn shares her insights into starting and growing your arts business one step at a time.

### **Subscribing Your Tribe**

Albert Kaufman of AlbertIdeation shares his insight into building your email list from scratch and addresses the emotional side of email marketing: What does it mean when someone subscribes or unsubscribes from my list? How do I know if I'm doing it right?

## ThinkTANK

### **Walking The Dual Path**

Patricia Morrison of Inner Fire Outer Light discusses the challenges of managing a creative practice alongside a creative business and shares insights into making it work.

### **Resistance Tactics from Creative Realtors**

To stay in Portland creative people need somewhere to live and somewhere to do their creative work. Annie Rose Shapero & co-presenters share insights into collective home ownership & provide an insightful look at commercial leasing for artists work spaces.

### **Whisper Posse Case Studies**

Noah Kleiman leads a discussion of the real-life challenges faced by participants in the Spring 2016 Whisper Posse. Join us for true tales of the real bravery of ordinary people told in vivid detail.

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