

EXPLORE: 2018 SECRET KNOWLEDGE CONFERENCE

Registration opens at 9:30am with coffee from Grendel's

10am - 11:00am

Conference Welcome - Noah Kleiman of Secret Knowledge
Keynote - Portland City Commissioner Chloe Eudaly

DreamTENT

11am - 12:30pm

Secret Knowledge Exchange

For many past attendees this is the heart of The Secret Knowledge Conference, a chance for you to connect with creative people and swap insight, share resources, and support each other. That means if you want to know about something and it didn't make it into the main conference schedule, you can learn what you need by bringing it up at an exchange session. Secret Knowledge staff & volunteers will be on hand to help broker knowledge sharing so you can focus on getting what you need & sharing what you know. Everyone has secret knowledge worth sharing. Simple insights help in such surprising ways.

Feel free to keep exchanging in the DreamTENT throughout the conference day.

Presented by you & everyone else. Facilitated by Annie Rose Shapero

12:30pm - 1:30pm

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

Workshops begin promptly at 1:30pm

2018 [Secret Knowledge](#) Conference
Saturday, November 17th

[Jupiter Hotel](#) 800 East Burnside, Portland, Oregon

DreamBOX

1:30pm - 3pm

The War of Art

Making it as a creative person is a struggle. What are the weapons and strategies we, as creative people, can use as we battle to create working livelihoods from our creative talents? This workshop offers a practical approach to business growth based on what you can do right now with the resources you really have. 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.

3:15pm - 4:45pm

Tips to Unfuck your Release Efforts

Whether you're building an audience for your music, cultivating customers for your services, or getting your creations out in front of the folks that buy them marketing is what matters. Promoting what you do can be a real head spinner. Sierra Haager of Public Display PR shares the tips and guidelines that will keep you from running off the rails.

ThinkTANK

Demystifying Music Licensing

A central maven of Portland's entertainment industry, Peter Vaughan Shaver, Esq. of Sound Advice LLC is privy to a hidden world where catchy tunes and copyright conspire across media to generate royalties and licensing revenue for musicians & composers. We've asked him to distill what he knows into some basic advice emerging & established musicians can follow to protect their rights and diversify their sources of income.

Secret Knowledge of Pricing & Selling

One subject creative people struggle with is selling their work and deciding how much to charge. Join Noah Kleiman, Secret Knowledge's founder, for a relentlessly practical look at how to be sure you're charging enough for what you do and, at the same time, how to feel ok about it.

Buckle up ! This trip is going to stretch your comfort zone when it comes to money, value, and what it means to be a good human being who also needs to make a living.

It's a classic Secret Knowledge workshop.

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