

October 13-15, 2022

Arts BC Conference Masterclass Program

Defining Moments: Braving the Future, Together

We gather on the traditional, ancestral, unceded territory of the
Xʷməθkʷəy̓əm Musqueam First Nation, also known as Richmond, BC



Thursday | October 13

MASTERCLASS PROGRAM

Richmond Cultural Centre 7700 Minoru Gate, Richmond, BC V6Y 1R9

9:00am-4:00pm | Advancement for Arts Organizations: Your Story and Donor Development | Patricia Huntsman

Patricia looks forward to welcoming participants in this interactive workshop on development planning— an in-demand area of focus for many arts organizations who, through additional pandemic-related funding, were able to get on solid financial footing and begin to consider a more in-depth look at sustained donor development.

The session will begin by looking at development readiness for organizations and will lead participants through a development assessment process while using an advancement approach that considers your strategic plan, member/audience relations, communications and engagement, values, and org culture. In addition to ensuring an understanding of fundraising and development basics such as the donor cycle; major donor trends, prospect mapping; ways of giving; etc, the workshop will go deeper into brand-based thinking towards building your Case for Support; and communications and engagement strategies. We will finish off the day with a closer look at incorporating your digital strategy in development and outline your organization's Year 1 actions. Small group discussions and solo exercises will be incorporated throughout the day, and participants will be provided with all the materials used during the session. Patricia has worked in advancement roles for nationally-mandated organizations as well as smaller local arts orgs who are just getting started in their fundraising and development processes, and will be happy to tailor the session to the size/scale of the organizations joining for this fundamental pro-d day.

9:00am-12:00pm | CRMs: Take Your Organization to the Next Level Through Digital Relationship Management | Jai Djwa

Do you want to grow, deepen, convert and retain audiences, supporters, donors, and members? You can! You can implement a Constituent Relationship Manager (CRM). These tools help make your staff, board, and everyone that engages with you, happier in the long term. With cost and time savings, you can collaborate faster, earn revenue more efficiently and use data to make better decisions. But CRMs aren't straightforward and you need to have a strategy and be ready for what is needed to make them successful. In this 3 hr masterclass, we'll lay out the fundamentals and get you started on your journey.

1:00pm-4:00pm | IDEA-Led Data Collection | Meena Das

As we become increasingly reliant on data to drive decisions, it is more important than ever to take a careful and considered approach to how we collect, analyze, and communicate that data. Collecting data for the sake of data cannot lead to impact. Data must have both intention and purpose. That's why, in this session on IDEA-led Data Collection (IDEA refers to Inclusion, Diversity, Equity, and Access), we will create space to understand fundamentals around data and data collection. In this Masterclass, we will collectively work on answering the following questions: What does IDEA-led data mean? Why do we need to collect data responsibly? What are the fundamentals of "data" itself? How can we ensure surveys (a data collection tool) become more inclusive? Throughout the session, we will have opportunities to talk and discuss. Participants are welcome to bring their specific questions around data collection.

7:00pm-9:30pm | Evening Social - Everyone Welcome | Richmond Art Gallery

We will close the day with an evening of reconnection during our Social open to all at the Richmond Art Gallery, located in the Richmond Cultural Centre. Reconnect with colleagues, make new friends, and turn online connections into IRL relationships. Take the time to enjoy Vanessa Brown's solo exhibition *That Other Hunger*. Everyone welcome!

[READ PRESENTER BIOS HERE](#)

FUNDERS AND SPONSORS

Arts BC gratefully acknowledges the support of our Destination Sponsor, Tourism Richmond:

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ARTS BC CONFERENCE 2022

Defining Moments: Braving the Future, Together

OCT 13 | DAY 1

@ RICHMOND CULTURAL CENTRE

	HALF DAY SESSIONS	FULL DAY SESSIONS
9:00AM - 12:00PM	CRMs: Take Your Organization to the Next Level Through Digital Relationship Management with Jai Djwa	Advancement for Arts Organizations: Your Story and Donor Development Pt.1 with Patricia Huntsman
12:00PM - 1:00PM	Lunch	
1:00PM - 4:00PM	IDEA-Led Data Collection with Meena Das	Advancement for Arts Organizations: Your Story and Donor Development Pt.2 with Patricia Huntsman
7:00PM - 9:30PM	Evening Social at the Richmond Art Gallery (everyone welcome)	

OCT 14 | DAY 2

@ KWANTLEN POLYTECHNIC UNIVERSITY, RICHMOND

	MELVILLE CENTRE FOR DIALOGUE	
9:00AM - 10:15AM	Welcome & Opening the Circle	
10:15AM - 10:30AM	Break	
10:30AM - 12:00PM	Snapshot: Stories from the Sector	
12:00PM - 1:00PM	Lunch	
	MELVILLE CENTRE FOR DIALOGUE	ROOM 4900
1:00PM - 1:45PM	Resisting Burnout with Esther Oh	Why and How to Hire Students with Talent MATCH
1:45PM - 2:30PM	Crip Kindness and Community Care with Creating Accessible Neighbourhoods	Embracing Uncertainty with Evaluation Techniques for Arts Leaders (workshop) with AND Implementation Inc.
2:30PM - 3:15PM	Indigenous Resurgence Project with Shay Paul	
3:15PM - 3:30PM	Break	
3:30PM - 4:15PM	Face 2 Face with Funders & Insight Team	Change & Growth with Arts Council of Ladysmith & District
4:15PM - 5:00PM		Four Worlds Teaching with Darin Corbiere

OCT 15 | DAY 3

@ KWANTLEN POLYTECHNIC UNIVERSITY, RICHMOND

	MELVILLE CENTRE FOR DIALOGUE	
9:00AM - 10:15AM	Welcome Back & Announcements	
10:15AM - 10:30AM	Break	
10:30AM - 12:00PM	Future Visions: Considering a "Decolonized" Sector (panel) with Cathi Charles Wherry, Senaqwila Wyss, Chase Gray & Eli Hirtle (moderator)	
12:00PM - 1:00PM	Lunch	
	MELVILLE CENTRE FOR DIALOGUE	ROOM 4900
1:00PM - 1:45PM	The IDEA of Governance: How to Empower Decision-Making At All Levels of the Organization with Go Beyond Equity	Canva for Beginners with Francesca Reside
1:45PM - 2:30PM	Third Spaces + Institutions: Let's Work Together with Centre Center	What the Heck are NFTs?! with Esquimalt Community Arts Hub
2:30PM - 2:45PM	Break	
2:45PM - 4:00PM	Building and Empowering Artistic Diversity Within Your Community with Vancouver Inter-Cultural Orchestra	Becoming the New Imprint: Community Arts as an Incubator for the future with Voice of Purpose
4:00PM - 4:15PM	Break	
	MELVILLE CENTRE FOR DIALOGUE	
4:15PM - 5:00PM	Closing the Circle	

OCT 16

@ RICHMOND CULTURAL CENTRE

11:00AM - 2:00PM	Arts Market: Community Arts Council of Richmond & Richmond Arts Coalition
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