



Calling all artists, artisans, performers, storytellers, educators, cultural employers and arts enthusiasts! Culture PEI presents its annual Cultural Forum!

**Fri., October 14<sup>th</sup>, Studio 1, Confederation Centre of the Arts**

**9:00:** Guest speaker Evan Jones of *Stitch Media* on how online and digital technologies are impacting upon the creation, distribution and audience experience of arts and culture. Plus: Island artists Cheryl Wagner, Millefiore Clarkes and Stephen MacInnis share their tales of multimedia storytelling. ALL WELCOME.

**10:30:** Workshop by Evan Jones: *Transmedia Storytelling*. For designers, illustrators, filmmakers, writers, artists and anyone else interested in learning how to tell and share their stories across multiple or “transmedia” platforms \*

**1:00:** Workshop: Cultural Marketing 101. Who is your audience and how do you reach it? Learn strategies from and ask questions of this trio of Islanders versed in the marketing of cultural product: writer Patti Larsen, glass artist Susana Rutherford and retail/entrepreneur trainer Bill Martin \*

**2:15:** Workshop: Social Media for cultural workers. Pondering a good twitter #hashtag? Wondering how to create a group in Facebook? Educator Dave Cormier talks social media - how they work, and their practical uses. \*

\*these workshops are free to Culture PEI members. Space is limited – to register or to become a Culture PEI member, please contact [kristine@culturepei.ca](mailto:kristine@culturepei.ca)

Culture PEI acknowledges and thanks   and the  Rotary Club of Charlottetown Royalty for their workshop sponsorships.  
More information at [www.culturepei.ca](http://www.culturepei.ca) or 367.4460

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