

American Artist Rep Bringing Marketing Workshop to Norway

By Maria Piscopo

Dated: Aug 13, 2008

Art Rep and Creative Services Consultant, Maria Piscopo is returning to Norway to present a new all-day workshop for Grafill at their member's conference February 6 through February 8, 2009 in Oslo, Norway

Grafill is the Norwegian Graphic Designers and Illustrators association and a direct extension of Norwegian Graphic Designers, founded as the Association for Professional Designers (Yrkestegneres Forening) in 1937 and the Norwegian Illustrators Federation (Norsk Illustratørforbund), founded in 1983.

Maria Piscopo's (<http://www.mpiscopo.com>) workshop on February 7, 2009 "How to Present Yourself and Your Work" is based on her book, *Graphic Designer's & Illustrator's Guide to Marketing* published by Allworth Press. This program has been updated for today's new marketing and presentation techniques using Internet and email. Piscopo's methods are specific, efficient and cost-effective for helping artists present themselves and their work in today's more competitive and global marketplace.

Topics include developing presentation and pricing strategies to make artists and other creative professionals more successful and confident when presenting work. This program includes email marketing tips and Internet presentation techniques.

Other speakers at the conference include Steven Appleby (<http://www.stevenappleby.com>) of England and Atle Lillehovde (<http://www.frilansinfo.no>) of Norway.

For more information about the program, contact annebritt@meese.no

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Maria Piscopo <http://www.mpiscopo.com> has been an art/photo rep and author/consultant for twenty five years. She writes magazine articles and columns for industry publications such as *Dynamic Graphics*, *Shutterbug Magazine* and *Communication Arts* and is the author of 3rd edition *Photographer's Guide to Marketing and Self-Promotion* and *Graphic Designer's and Illustrator's Guide to Marketing and Promotion* - both published by Allworth Press, <http://www.allworth.com>

Maria is a member of Society of Photographers and Artist's Reps and teaches classes at local colleges as well as national and international industry associations and conferences.

Category	Arts, Marketing, Education
Tags	Marketing, self promotion, europe, norway, grafill, art rep, finding clients, sales techniques, artists
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