



The Pittsburgh A&E Group
643 Liberty Avenue #401
Pittsburgh, PA 15222

TO:

Marketing 101



**A seminar for musicians, singers,
bands and other members
of Pittsburgh's music community.**

Saturday, February 18, 2012
2:00 p.m.
Carnegie Library Squirrel Hill
5801 Forbes Avenue



www.james-richards.com

*This program is neither sponsored nor endorsed by
Carnegie Library of Pittsburgh.*



About The Seminar

There are universal fundamentals for marketing, whether you are selling concert tickets, CDs or soap. Yet far too many people go into arts/entertainment without knowing them.

This seminar introduces students to the basics as applied to being professional music performers.



About Jim Richards

James A. Richards majored in Communications at the University of Wisconsin and has been an active member of Pittsburgh's arts and entertainment community for 25 years.

His accomplishments include *The Pittsburgh A&E Book* professional directory and PGHevents: The Pittsburgh Events Web Site (which, since 2006, has been the online calendar for the Pittsburgh Post-Gazette). To learn more, visit www.james-richards.com



Topics Include

- Branding
- Writing Copy
- The Basics of the Press Release
- Web Site
- Online Event/Concert Calendars
- Social Media

Students are advised to bring writing materials with them.

Fee

The fee is \$10 per person. Please complete the form at the right and send in at least a week before the seminar.



Location

The seminar is being held at

Carnegie Library Squirrel Hill
5801 Forbes Avenue
Pittsburgh, PA 15217

Metered parking is available on the street and a metered lot is located under the library with access on Murray Avenue.

If you are taking the bus, ride 61A, 61B, 61C, 64A or 74A.

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Name Of Band (If Applicable): _____

Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

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|----------------------------|--------------------------------|
| | |
| Number of People Attending | Amount Enclosed (\$10 each) \$ |

Make your check our money order payable to The Pittsburgh A&E Group and mail it with this form to

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