

## Americans for the Arts: "Creative Conversations"

October 22, 2008

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### "Working Creatively"

*Entrepreneurs and the value of creativity across all industries*

#### Mission

To inspire and encourage creativity and entrepreneurship across all industries

<b>Location:</b> Memphis College of Art Callicott Auditorium
<b>Admission cost:</b> Free for MCA students, faculty, staff and MPACT members; \$5 for non-members
<b>MCA Objective:</b> Attract potential donors; engage faculty and students; expand MCA awareness and brand messages.
<b>MPACT Objective:</b> Attract new members who work in creative industries; expand awareness of MPACT.
<b>Target audiences:</b> potential donors/corporate HR directors and managers; MCA students, faculty, staff; Rhodes, U of M and CBU students; budding artists; young professionals
<b>Moderator:</b> Tom Jones
<b>Schedule:</b>
6:00 - 6:30: Sign in, mingle
6:30 - 6:40: Welcome and Introductions by Jeff Nesin and Gwyn Fisher
6:40 - 7:15: Panel speakers
7:15 - 7:30: Q&A
7:30 - 8:30: Cocktail Networking Hour

#### Panelists and topics

Gary Backaus: creative thinking in advertising

Joann Self: starting and running a business, having the courage to venture out, finding a niche void to fill

Pat Mitchell Worley: helping budding musicians pave their way, avoiding mistakes and knowing what it takes to make it

Karen Blockman Carrier: starting and running a business, coming up with new concepts

Chris Reyes: creative class, creativity in business, his work with film, etc.

Eric Matthews from LaunchMemphis: entrepreneurship; the necessity of creativity in business

Craig Brewer, Filmmaker and Director (pending)