

OCT
27-30
2022

manitoba showcase

learn • book • collaborate

manitoba **arts**
network
connect • showcase • promote



Canada

CONSEIL DES
ARTS DU
MANITOBA
ARTS COUNCIL

FACTOR

Portage la Prairie
City of Possibilities

PRAIRIE FUSION
Arts & Entertainment



manitoba showcase

learn • book • collaborate

OCTOBER 27-30, 2022

4 days, 31 artists, 150 delegates, featuring some of the best Canadian visual and performing artists.

Manitoba Showcase is an annual visual & performing arts conference that features some of the best Canadian artists, from a wide range of genres, for Manitoban presenters and galleries, connecting them with future opportunities and collaboration.

The preeminent event of its kind in Manitoba, Showcase engages over 150 artists, presenters, agents, managers, and industry stakeholders to exchange ideas and develop and rekindle relationships.

The conference will feature speakers, performances, panel discussions, real-life testimonials from artists and educators, parallel presentations, regional discussion groups, networking opportunities, Peer-to-peer and one-to-one career advice from specialist advisors, and other showcase artists.

- 12 performing artist showcases
- 2 special guest artists: opening reception
- 7 RBC emerging performing artist showcases
- 5 visual art exhibitions
- 5 performing arts pitches
- 8 workshops
- 12 networking events

STAFF / BOOKING

ROSE-ANNE HARDER

Executive Director

SARAH BRERETON

Programs Coordinator

RHONDA HEAD

Indigenous Programs Coordinator

CONCERT BOOKING

LEAH BORCHERT

performingarts@mbartsnet.ca

EXHIBIT BOOKING

NICOLE SHIMONEK

visualarts@mbartsnet.ca

ACCESSIBILITY STATEMENT

Canad Inns Portage la Prairie is the primary location for the Manitoba Showcase workshops. The workshops take place either on the main floor (Ambassador H is past the front desk on the left hand side as you enter the building) or on the second floor, which is accessible by stairs or an elevator (Ambassador A is on your right as you enter the building). The Glesby Theatre is the Showcase venue and Prairie Fusion Arts & Entertainment hosts 3 meals, exhibitions and the late night networking. Both are wheelchair accessible through the main entrance (western doors) of the building.

THANK YOU TO OUR
GENEROUS
SPONSORS & PARTNERS



**Emerging
Artists**

Canada

FACTOR
THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDINGS
WITH SUPPORT FROM CANADA'S PRIVATE RADIO BROADCASTERS



Accessibility Statement 4

OPENING RECEPTION 7

Dawn Marie Chartrand
Gator Beaulieu

EVENT SCHEDULE 8

Thursday 8
Friday 9
Saturday 10
Sunday 11

VISUAL ARTISTS 12

Brian Longfield 13
Pepe Hidalgo 14
Victoria Prince 15
Alison Davis 16
Karen Schulz 17

WORKSHOPS 18

Kairos Blanket Exercise 19
Lynn Briand 20
A Dynamic Interactive Workshop:
Navigating Change to Make a Difference ... 21
Reema Chopra 22
Digital Marketing 101 23
Email Marketing 24
Digital Advertising 25
Albert McLeod 26
Indigenization & Multiculturalism 27
Cheryl Ewing 28
Re-Engaging Audiences and
Curating for Recovery 29
Engaging Volunteers 29

SHOWCASE ARTISTS 30

Dizzy & Fay 30
Beatrice Love 30
Notas de 4 30
Nelson Little 31
Buzz Brass 31
Rory Gardiner 32
Sammy Jackson 32
Madeleine Roger 32
Candy Bones Theatre 33
Jake Vaadeland &
the Sturgeon River Boys 33
JP Hoe 34
Obsidian Duo 34

PITCH ARTISTS 36

The Bromantics 36
Geneviève Racette 37
Sarah Hagan 37
Chase Padgett 38
The Stanley County Cut-Ups 38

RBC EMERGING ARTISTS 40

Greg Personius 40
Jesse Bandura 40
Clayton Rudy (Mahagony Frog) 40
Kwiat - Ashley Bieniarz 41
Mic North 41
Ben Stopfel 41
Jay Alaska 41

Indigenous Summer Tour
Program Information 42

AGENCE STATION BLEUE



Buzz Brass

Represented by Prairie Debut in Manitoba



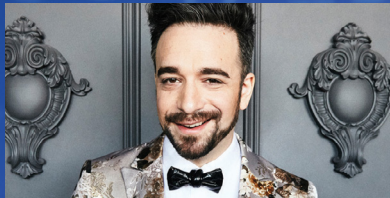
Montréal Guitare Trio (MG3)



Saguenay Quartet String quartet



KUNÉ Canada's Global Orchestra



Ori Dagan Jazz Quartet



Remi Bolduc Jazz Ensemble



Annick-Patricia Carrière
ap.carriere@stationbleue.com
514 529-5717
stationbleue.com

FACTOR
ANNUAL AWARDS

Canada Council
for the Arts
Conseil des arts
du Canada

Canada
150

SODEC
Québec

OPENING RECEPTION

6 PM - 7 PM

ARTISAN MARKET & GIFT SHOP
PFAE - Atrium & Gift Shop

7 PM - 10 PM

OPENING RECEPTION, ART EXHIBITIONS, TRADITIONAL WELCOME

Speaker Elder Del Assiniboine

Flag Song & Honour Song by Spirit Horse Youth Drum Group

Performances by artists Dawn Marie Chartrand & Gator Beaulieu

Visual Artist Speeches

Bannock and Tea will be served
Facility Tour

Prairie Fusion Arts & Entertainment (PFAE) - Main Gallery

TOURING SUMMER 2023

DAWN MARIE CHARTRAND



Dawn Marie Chartrand is an Indigenous singer/songwriter based in Winnipeg, Manitoba, and is from Rolling River First Nation, Manitoba. A married mom of 5 and grandma of 9, she is the lead singer and rhythm guitarist of Winnipeg local rock/blues band, "Shades of Dawn". Dawn has been singing and playing guitar since childhood and considers her musical influences to include the diverse rock and blues styles of music icons Etta James, Janis Joplin, Stevie Nicks, Johnny Cash and Tina Turner. Dawn has performed with her band in various communities across Ontario, Manitoba and Saskatchewan. Dawn considers herself to be an advocate and supporter of Indigenous women in music and hopes that one day women will be equally represented in the Indigenous music scene and treated as such by their male counterparts.

TOURING SUMMER 2024

GATOR BEAULIEU



Gator Beaulieu is an Anishinaabe Country Singer from Ebb and Flow First Nation in Treaty 2 Territory and Sandy Bay First Nation in Treaty 1 Territory, Manitoba, Canada. Beaulieu's official music video for his latest single "Highway Number Six" is now available on YouTube and has been receiving a lot of press coverage including CBC. "Hard Hearted Woman", a single Gator had collaborated with blues great Billy Joe Green recently hit #1 on the Indigenous Music Countdown that's airs on NCI FM The Spirit of Manitoba and aired on Sirius XM every Saturday.

EVENTS

OCT 27

THURSDAY

REGISTRATION OPEN

5 PM – 10 PM

Canad Inns, Hotel Lobby

7 PM – 10 PM

OPENING RECEPTION, ART EXHIBITIONS & TRADITIONAL WELCOME

Speaker Elder Del Assiniboine & Spirit Horse Youth Drum Group

Performances by artists Dawn Marie Chartrand & Gator Beaulieu

Prairie Fusion Arts & Entertainment (PFAE) – Main Gallery

FEATURED EXHIBITS

MANITOBA WILDLIFE IMAGINARY

Artist: Brian Longfield

MIND AND HEART

Artist: Victoria Prince

THE MAGIC OF STILL LIFE

Artist: Pepe Hidalgo

PLAYING TAG

Artist: Karen Schulz

PATTERN MAKING, PATTERN MENDING

Artist: Alison Davis

9:30 PM

LATE NIGHT NETWORKING

Canad Inns, Tavern

OCT 28

FRIDAY

9 AM – 10 AM

FIRST-TIMER

ORIENTATION BREAKFAST

Canad Inns, Aaltos Restaurant

For the following sessions choose to attend Option A or both Option B's:

SESSION A

10 AM – 1 PM

KAIROS BLANKET EXERCISE

Exploring the nation-to-nation relationship between Indigenous and non-Indigenous peoples in Canada.

Canad Inns, Ambassador H

Pre-registration required, 45 participants max.

SESSION B

10 AM – 11:30 AM

DIGITAL MARKETING

Facilitator: Reema Chopra
Increasing your reach from Websites to Google My Business events to blogs.

Canad Inns, Ambassador A

SESSION B

11:30 AM – 1 PM

RE-ENGAGING AUDIENCES AND CURATING FOR RECOVERY

Facilitator: Cheryl Ewing
Listening to what your audience values and translate that into your marketing as well as programming.

Canad Inns, Ambassador A

1 PM – 2 PM

NETWORKING LUNCH

Penne Pasta Dish

Canad Inns, Ambassador H

SESSION A

2 PM – 3:30 PM

INDIGENIZATION & MULTICULTURALISM

Facilitator: Albert McLeod
Strengthening inclusive communities and partnerships that respect and understand the value and importance of Indigenous knowledges and practices.

Canad Inns, Ambassador H

SESSION B

2 PM – 3:30 PM

EMAIL MARKETING

Facilitator: Reema Chopra
From what platform to use, how to run a concert/event campaign, to managing contact lists.

Canad Inns, Ambassador A

3:30 PM – 4:30 PM

FREE TIME OR, BOOK A MEETING WITH AN EXPERT:

Facilitators: Reema Chopra, Albert McLeod, Lynn Briand, or Cheryl Ewing

Meetings are 20 minutes and pre-registration is required.

Canad Inns, Ambassador A

5 PM – 6 PM

ARTIST PITCHES

10 minutes each.

Artists: Chase Padgett: 6 Guitars

Geneviève Racette Sarah Hagen

PFAE – The Glesby Theatre

6 PM – 7 PM

DINNER

½ Rack of Ribs

Seating by region

PFAE – Main Gallery

7 PM – 9:30 PM

SHOWCASE 1

Emerging Artists

Mic North | Jesse Bandura

Showcase Artists

Sammy Jackson | Obsidiana Duo

Dizzy & Fay | Buzz Brass

PFAE – The Glesby Theatre

9:30 PM – 10:30 PM

VISUAL ART EXHIBITIONS

PFAE – Boardroom Gallery

9:30 PM – 10:30 PM

CONTACT ROOM

Meet the Artists

PFAE – The Glesby Theatre

10:30 PM

LATE NIGHT NETWORKING & OPEN MIC

Pitch Artist Performance

The Stanley County Cut-Ups

PFAE – Main Gallery

OCT 29

SATURDAY

8:00 AM – 12:00 PM

REGISTRATION OPEN

Canad Inns, Hotel Lobby

9:30 AM – 12:30 PM

COLLABORATIVE COMMUNITIES A WESTMAN PROJECT

Facilitator: Lynn Briand, KIK Management

Canad Inns, Ambassador H

1 PM – 2 PM

LUNCH & MANITOBA ARTS NETWORK AGM

Gyro/Pita Wraps

Prairie Fusion Arts & Entertainment (PFAE) – Main Gallery

2 PM - 4:30PM

SHOWCASE 2

Emerging Artists

Clayton Rudy | Jay Alaska

Showcase Artists

Madeleine Roger | Nelson Little

Beatrice Love | Notas de 4

PFAE – The Glesby Theatre

4:30 PM – 5:30 PM

FREE TIME OR, BOOK A MEETING WITH AN EXPERT:

Reema Chopra, Lynn Briand, or
Cheryl Ewing

*Meetings are 20 minutes and pre-
registration is required.*

Canad Inns, Ambassador A

6 PM – 7 PM

DINNER

Chicken Souvlaki Dish

Speech by Chase Padgett

PFAE – Main Gallery

7 PM – 9:30 PM

SHOWCASE 3

Emerging Artists

Greg Personius | Kwiat | Ben Stopfel

Showcase Artists

Rory Gardiner:

Laughing in the face of adversity

JP Hoe | Candy Bones Theatre:

"Ideas Bobert" | Jake Vaadeland &

the Sturgeon River Boys

PFAE – The Glesby Theatre

9:30 PM – 10:30 PM

VISUAL ART EXHIBITIONS

PFAE – Boardroom Gallery

9:30 PM – 10:30 PM

CONTACT ROOM

Meet the Artists

PFAE – The Glesby Theatre

10:30 PM

LATE NIGHT NETWORKING & OPEN MIC

Pitch Artist Performance:

The Bromantics

PFAE – Main Gallery

OCT 30

SUNDAY

10 AM – 11:30 AM

SHARING CIRCLE

For Indigenous Artists
and Delegates

Canad Inns, Ambassador G

10 AM – 11:30 AM

GROUP DISCUSSION:

ENGAGING VOLUNTEERS

Facilitator: Cheryl Ewing

The status of the volunteer and
succession planning.

Canad Inns, Aalto's Restaurant

10 AM – 11:30 AM

GROUP DISCUSSION:

DIGITAL ADVERTISING

Facilitator: Reema Chopra

From Facebook/Instagram to Google.

Canad Inns, Ambassador A

11:30 AM – 12:30 PM

BLOCK BOOKING MEETING

(for performing arts presenters)

Please bring your potential
selections for all showcase, pitch
and emerging artists, to provide
the foundation for MAN's touring
performing program for the 2023-24
touring season.

Canad Inns, Ambassador A

1 PM – 3 PM

NATIONAL BLOCK BOOKING TOOL TRAINING SESSION

(for performing arts presenters)

Learn how to use the new National
Block Booking Tool that MAN will use
for our Block Booking
Program. Lunch will be provided.

Canad Inns, Aalto's Restaurant

EVENTS

VISUAL ARTISTS

Book a variety of exhibitions at a subsidized monthly rate of \$150 up to 2 years in advance.

About the Touring Arts Program

The Manitoba Arts Network sends high-quality exhibitions to rural communities across the province. The Arts Network covers all expenses such as shipping, insurance, packing and crating, signage, didactic labels, and artist fees for a one-month member booking fee of \$150 and \$200 for non-members.



TOURING EXHIBITION PROGRAM

Interested in booking an exhibition? Here's how:

1. Review the exhibits
2. Identify the months you wish to book the exhibit:
Contact visualarts@mbartsnet.ca
3. Confirm availability
4. Sign a digital contract
5. We coordinate the shipping and email you the times and dates
6. We will invoice you during the month you receive the exhibit
7. You hang and install the exhibit
8. MAN sends you an exhibition evaluation to complete

How do artists participate?

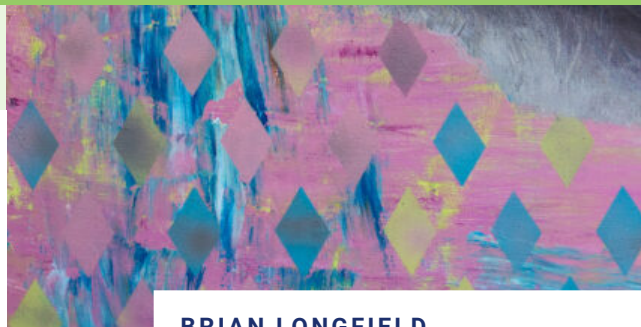
Exhibitions are selected on a yearly basis by a jury from an annual call for submission.

A Jury selects both emerging and professional artists, presenting a range of media and themes, and features both challenging contemporary work and traditional approaches to art-making through solo, two-person, and group exhibitions.

An average touring season coordinated by MAN yields:

- 4-5 visual arts exhibition
- 20-25 bookings by over 20 communities in Manitoba, NW Ontario, and North Dakota
- 8 free artist-led workshops for members (dependant on grants)
- Resulting in up to \$15,000 in artist fees throughout the year (dependant on grants)

All transportation and shipping services for our touring exhibitions are generously donated by Gardewine. Our touring program is generously



BRIAN LONGFIELD

MANITOBA WILDLIFE IMAGERY

Over the years, Brian Longfield has exhibited video art, installations, and paintings, as well as exploring performance and theater, and avante garde music. His acrylic paintings are made with original photos and a data projector. His current work incorporates an interest in biodiversity, ecology, science and empathy. Brian has recently returned to painting after focusing on video based work with the now-defunct collective, Viewing Method Group, and performance based work as part of the duo "6." Through his various projects, Brian has exhibited at The New Music Festival, Nuit Blanche, Video Pool, Graffiti Art Programming, Frame Arts Warehouse, and as part of the Winnipeg Fringe Festival.

Brian holds a BFA from the University of Manitoba and an MFA from the University of Western Ontario. He has curated exhibitions, both at Frame Arts Warehouse and at his own former Gallery, Tumble Contemporary Art. He lives in Winnipeg with his partner Charla and their children, Aria and Zephyr.





PEPE HIDALGO

CLASSIC PORTRAITS WITH MOVEMENT, THE MAGIC OF STILL LIFE

Classic Portraits allow me to present a classic figure in two distinct ways. The image is from the side and from straight on. Combining the side and the front perspective creates movement. The fusion of creating a classic portrait and the movement at the same time is what creates an interesting "Double Vision" of each figure. The clothing worn by the figures contributes to the classic look, dating them to times past. These portraits at the same time as being classic can become deformed with the two faces. In some, there is still, simple beauty, yet in others, they become grotesque, serious, or funny. Each and every one of them are people I have created from my imagination.



VICTORIA PRINCE

MIND AND HEART

Victoria Prince is a multi-disciplined artist who graduated in 2003 from the University of Manitoba receiving a B.F.A. First Class Honours degree. Her work is broad in style and genre from traditional black ink drawings, alcohol ink paintings, and experimental films.

She has won various awards such as the Winnipeg Arts Council's "On the Rise", and Best Picture for the Urban Reels Festival in Winnipeg, Manitoba. Victoria's work has been shown in film festivals nationally and internationally such as in Egypt, the UK, South Africa, France, Italy and the United Arab Emirates.

TOURING EXHIBITION PROGRAM

ALISON DAVIS

PATTERN MAKING, PATTERN MENDING

Alison Davis is an artist and animator based in Treaty One Territory, Winnipeg. She has created a number of short films with a focus on traditional animation that have screened at festivals and venues around the world. Her drawing practice explores the subtlety of fine lines and delicate interactions. Davis holds a BFA in Film Animation from Concordia University in Montreal and has been the recipient of grants from the Canada Council for the Arts, Manitoba Arts Council, and the Winnipeg Arts Council.



KAREN SHULZ

PLAYING TAG

Karen Schulz is a visual artist and art event coordinator who is inspired by her birthplace, the farming community of Grandview, Manitoba, and the Winnipeg urban life where she lives and works. From her studio, maintained for several years in the Exchange District, her practice overlaps traditional and contemporary media with an emphasis recently on experimental drawings.





WORKSHOPS

SPEAKERS, PANELS, + PROFESSIONAL DEVELOPMENT

Manitoba Showcase is an annual visual & performing arts conference that features some of the best Canadian artists, from a wide range of genres, for Manitoban presenters and galleries, connecting them with future opportunities and collaboration.

TREATY TERRITORY

Manitoba Arts Network and our members live and work on Treaty 1, 2, 3, and 5 territories. We acknowledge and appreciate the contributions of the past, present, and future generations of the Anishinaabe (Ojibway), Cree, Oji-Cree, Dakota, Dene peoples, and the Métis Nation, as well as the Inuit people who have a strong community here in Manitoba. We are committed to developing a stronger relationship towards increased representation of Indigenous peoples in the arts.

Long Plain First Nation came into being in 1876 when their ancestors located themselves at the Long Plain. They are part of a rich history of the Ojibway Nation in Manitoba, located 14 kilometres southwest of Portage la Prairie.

The Sioux Village settlement near Portage La Prairie divided in 1972, creating two First Nations that are still located nearby Portage la Prairie; Dakota Tipi First Nation and the Dakota Plains First Nation. Their native language is Sioux, and the collective population is 368.



Manitoba

Cree – *manitou-wapow*,
Ojibwe – *manidoobaa*, Assiniboine – *minnetoba*

Meaning: where the spirit exists.

KAIROS BLANKET EXERCISE



Kairos Canada
Kairos Blanket Exercise
(KBE)

Created in 1997 by the Aboriginal Rights Coalition (ARC), a precursor to KAIROS, the KBE was intended to introduce Canadians to the major themes and findings of the Royal Commission on Aboriginal Peoples (RCAP). ARC brought together Indigenous Elders and educators with allies who wanted to make sure that RCAP and its recommendations were not shelved and forgotten. The KBE is built on the foundation of these long standing, collaborative initiatives and relationships between Indigenous and non-Indigenous people to raise awareness of continuing injustices and impacts of colonization, and to promote further learning.

For over almost 25 years, ARC and now KAIROS have guided the KBEs development with the leadership of Indigenous Elders and facilitators. The script has been updated numerous times to reflect current events, including most recently the final reports of the Truth and Reconciliation Commission of Canada and the National Inquiry into Missing and Murdered Indigenous Women and Girls.

FRIDAY OCTOBER 28
10:00-1:00PM

In Partnership with Creative Manitoba

Developed in collaboration with Indigenous Elders, Knowledge Keepers and educators, the KAIROS Blanket Exercise (KBE) is an interactive and experiential teaching tool that explores the historic and contemporary relationship between Indigenous and non-Indigenous peoples in the land we now know as Canada. It is a unique participatory activity that fosters truth, understand and respect.

During this 3-hour workshop, participants step on blankets representing the land and into the role of First Nations, Inuit and Métis peoples. They are guided by trained facilitators, including Indigenous Elders and Knowledge Keepers, who work from a script that covers pre-contact, treaty-making, colonization, resistance and much more. Participants read scrolls and respond to cues in the script. The KBE concludes with a debriefing, conducted as a talking circle, during which participants discuss the learning experience, process their feelings, ask questions, share insights, and deepen their understanding.

Over the past two decades, thousands of KAIROS Blanket Exercises have been delivered in Canada and around the world, including in the United States, Central and South America, Europe, and Australia. By engaging participants on both emotional and intellectual levels, the KBE both educates and creates empathy and understanding.



Creative
Manitoba

LYNN BRIAND



Lynn Briand
Consultant,
KIK Strategic Management

Lynn builds bridges ... the creative world, and the business world; regions and communities; people and people. Her career has expanded over 40 years starting in the Arts and culture sector as an artist manager, then moving into the business world. Lynn established and led an international consulting firm for 20 years, servicing some of the most influential organizations on the planet including Michelin, Danone, and 3M.

Today Lynn coaches' entrepreneurs and arts leaders see their visions become reality within their communities, region and beyond. Her clients are from both Europe and Canada. Of recent, she counts the Québec City creative cluster, Québec-EPIX; HONENS International Piano competition; Verbier Festival in Switzerland, Banff Center for Arts and Creativity, the athletic centre for the Université de Québec de Trois Rivières, PEAK Experience, International Artist Managers' Association (IAMA) in London, UK and of recent, the Westman region in a pilot-project entitled 'Collaborative communities.

Pianist by training, MBA by intrigue, bicultural and bilingual, Lynn is at her best when delving into complex landscapes with multiple stakeholders needing to align and build collectively to create impactful change

WORKSHOPS

A DYNAMIC INTERACTIVE WORKSHOP: NAVIGATING CHANGE TO MAKE A DIFFERENCE

SATURDAY, OCTOBER 29
9:30-12:30PM

This session will feature Arts leaders and Art councils leading change and broadening community impact.



Objectives:

- Discover the importance of process and structure when leading change
- Learn about the findings from the Westman arts leaders and see what's transferable
- Gain a glimpse on how to rally and create greater impact within your community
- Unveil the impact of your leadership style and your capacity to influence

REEMA CHOPRA



Reema Chopra
*Art Marketer,
Digital Strategist & Artist*

Reema Chopra is a Digital Marketer, mentor, graphic designer, artist and professional trainer. Reema provides career guidance, coaching, writing, promotion, and digital marketing strategies to artists from beginners to advanced. A Founder of White Antelope, she serves a variety of Canadian audiences with expertise in Digital Marketing and Diversity Management. As a branding and marketing agency, White Antelope provides marketing strategies to forward thinking organizations, small businesses, institutions, and entrepreneurs who are looking to stand out from the competition. REEMA creates unique branding solutions, including PR, content marketing and social media management.

Her vast knowledge and expertise in advertising, art, graphic design, marketing, events, and promotions, along with her international network of contacts, bring value to each of her clients.

She is committed to the success each client entrusts her to bring to their efforts. She is one of the promising Canadian artists emerging from the last decade.

WORKSHOPS

DIGITAL MARKETING 101

FRIDAY OCTOBER 28
10:00-11:30AM

Enhancing your digital presence on the web and increasing visibility and your reach through websites, directory listings, search, Google my Business and blogs.

This workshop will include

- **Digital Presence** - What your digital footprint should or could look like - how your organization appears online to patrons and what you can do to improve it to drive more traffic to your website.
- **Search (organic and paid)** - how people use search, identifying search opportunities, increasing your organic search performance by creating content that addresses relevant/popular searches and using advertising tactics to gain visibility in search engine results (google ads)
- **The top 5 website must haves** - To optimize your content and data to be visible and effective such as creating a single web page for each event in order to be visible in search
- **Google My Business** - Using it will boost your website ranking which increases your organic search performance. Many mobile users bypass your website and use the info provided in your google my business listing, so what is the critical info you need to have and how to publish events.
- **Blogs and Articles** - Every time you create a new article, you're creating content that people can share on social networks, which helps expose your business to a new audience and build online engagement.
- **Facebook and Instagram** - how to utilize these platforms with paid advertising.
- **Increase viewership** by sending regular eblast via free email platform like MailChimp.

EMAIL MARKETING

**FRIDAY OCTOBER 28
2-3:30PM**

Email marketing is still the best most cost effective way to reach your audience and is your best bet for audience growth. However, there is a method to this madness and there are some helpful tricks and tips Reema will share with you to help you nail your email marketing strategy.

This session will cover the following

- **Collecting user data and opt-in permission** to build a proprietary database for tailoring outgoing email and on-site content
- **Guidelines for effective design** - Designing the right email promotion with calls to actions provide subscribers with hard and soft benefits that increase with engagement.
- **Building a Customer Journey** - including website landing page through to online ticketing.
- **Targeted and Segmented Email marketing** - Organizations can communicate with increasing levels of precision by classifying or grouping your audience by interests and serve them accordingly. This can be especially important if you offer both visual and performing events.
- **Contact Strategy and proactive campaigns** - engaging with your audience at key moments before your event and what promotions to offer.
- **Set-up automated email campaigns**
- **Measurement and optimization** - Establish the capabilities and processes to test and learn from email marketing to improve performance over time.

WORKSHOPS

DIGITAL ADVERTISING

**SUNDAY, OCTOBER 30
10:00-11:30PM**

From Facebook/Instagram to Google ads it is important to create a customer oriented sales/traffic funnel that increases conversion rates enabling instant and repeated event purchases. A successful digital ad campaign for your arts event starts in the planning process. The funnel model is a useful framework for planning a digital advertising campaign.

This workshop will cover the following

- **Who** - Effective Audience Targeting is focussing on who you want to target (audience demographics) not where do you want to place the ad.
- **What** - Effective digital advertising uses impactful creative messaging that is goal-focused and clear on what needs to happen and creates a sense of urgency using call to action buttons.
- **When** and where are the moments that you will reach them?
- **Where** - Digital advertising campaigns require a clear next step and a relevant destination to be **effective**. Therefore, Landing pages for ad campaigns need to be designed with a single conversion action in mind.
- **How** will you know if your campaign has been successful? How to measure performance and identify improvements.

GROUP
DISCUSSION

ALBERT MCLEOD



Albert McLeod
*Indigenous Cultural
Facilitator*

Albert McLeod is a Status Indian with ancestry from Nisichawayasihk Cree Nation and the Metis community of Norway House in northern Manitoba. He has over thirty years of experience as a human rights activist and is one of the directors of the Two-Spirited People of Manitoba.

Albert began his Two-Spirit advocacy in Winnipeg in 1986 and became an HIV/AIDS activist in 1987. He was the director of the Manitoba Aboriginal AIDS Task Force from 1991 to 2001. In 2018, Albert received an Honorary Doctorate of Laws from the University of Winnipeg.

Albert lives in Winnipeg, where he works as a consultant specializing in Indigenous peoples, cultural reclamation, and cross-cultural training.

WORKSHOPS

INDIGENIZATION & MULTICULTURALISM

**FRIDAY OCTOBER 28
2:00-3:30PM**

Indigenization and multiculturalism are unique and both important. While multiculturalism presents a valuable approach to honouring diversity, it differs from Indigenization at a philosophical, political, and systemic level. Indigenization is a distinct process that needs to be practiced in its own right, and the two should not be merged together in policy or practice. Indigenization benefits everyone; we all gain a richer understanding of a life philosophy based on an Indigenous worldview and of our specific location in the world through awareness of Indigenous histories and sciences.

Indigenization also contributes to a more just world, creating a shared understanding that opens the way toward reconciliation between Indigenous and non-Indigenous people. It also counters the impacts of colonization by upending a system of thinking that has typically discounted Indigenous knowledge and history.

Albert will talk about how you can Indigenize your programming, workshop content with humour, open hearts, and open minds and by providing successful examples of arts events that demonstrate Indigenization and multiculturalism.

CHERYL EWING



Cheryl Ewing,
Arts Consultant

Throughout her career, Cheryl Ewing has developed creative and innovative solutions for the cultural sector, and has helped organizations with strategic planning, event and project management, and administration.

Working with organizations such as Atlantic Presenters Association, Guelph Jazz Festival, Guelph Contemporary Dance Festival, CCI – Ontario's Presenting Network, Great Canadian Theatre Company (Ottawa), Lakeshore Arts (Etobicoke), St. Jamestown Festival (Toronto), Cheryl appreciates the time, energy and commitment invested in the cultural field as well as the challenges that face the sector. As project manager for a provincial performing arts conference – Ontario Contact and a cutting edge marketing research project, the Values & Benefits Study, she brings an overall perspective to the assets and resources of the cultural sector.

Cheryl also curates a contemporary dance series and serves on the boards of Dancetheatre, David Earle and JM Drama/Registry Theatre and is on the founding board of a new arts enabling organization, Creative Waterloo Region (CWR). Cheryl brings strong facilitation skills, passion, an ability to engage others in my sessions, whether training or planning, and an intense interest in communicating the value of the arts in our communities.

RE-ENGAGING AUDIENCES AND CURATING FOR RECOVERY

FRIDAY OCTOBER 28
11:30-1:00PM

In Partnership with Creative Manitoba



Communication is key to re-engaging audiences. Talking and listening to your audience will help you discover their values which should guide your programming. To complete the circle let your audience know that they are being heard by translating those values into your marketing, all of which are key to curating for recovery. In this session Cheryl will cover the following:

- How are you talking to your audiences to make them feel safer, so they trust they will be safe in your venue.
- We tend to make assumptions about our audiences - importance of talking with/asking your audience. Having audience trust is important for them to keep coming back
- Clever programming: exploring options to make shows/exhibitions more attractive.
- Having surveys at the end of the performance - audience can go and participate in survey fresh after the performance.

Attracting an audience and keeping them is a unique skill: Where do you find your audience? How do you bring them to your activity? How do you keep them and grow them – in numbers and in programming interest? These are the essential elements of presenting.

ENGAGING VOLUNTEERS

SUNDAY, OCTOBER 30
10:00-11:30PM

The status of the volunteer and succession planning and how Covid has put a kink in recruitment.

The number of volunteer hours over the years have increased, while the pool of volunteers has shrunk. So what can you do differently to recruit, train and retain volunteers? Sustainability: how do you involve a younger generation in your organization and its events. Communication and being able to entice potential volunteers is your biggest strategy. Once you get them in the door you need to uncover people's interests and expectations to properly align/match them with a rewarding volunteer position, which is your retention strategy. Cheryl will teach you some of the tricks of the trade from board volunteers to event volunteers.

**GROUP
DISCUSSION**

SHOWCASE ARTISTS



DIZZY & FAY
ONTARIO

JAZZ

Dizzy & Fay is a songwriting duo on a mission to share their heart-forward music with the world. Inspired by the composers of the American Songbook, Dizzy's passionate piano and Fay's romantic voice are the perfect pairing, resulting in original jazz songs that sound fresh, while somehow also echoing timeless standards. Based in Toronto and Fenwick ON, these two songsmiths arrived on the Canadian jazz scene with their debut album 'Songbook', which received a glowing review from The Wholenote and made several top 20 in 2021 lists. Their intuitive musical chemistry is so undeniable that you'd think they've been playing together for an eternity, or at the very least longer than the three small years since the inception of Dizzy & Fay.



BEATRICE LOVE
ALBERTA

SOUL & R&B

If James Brown and Janis Joplin had a child, it would be Beatrice Love. Her voice is the perfect combination of whiskey and cigarettes, a cross-pollination of velvety smooth juxtaposed by sorrowful raspiness which is addictive upon first listen. Beatrice is from Treaty 8 and grew up in Valleyview, Alberta. It was here where she honed her skills as a powerful singer-songwriter. Beatrice is a life skills coach/facilitator, performer and speaker of honoring her truth. Her album, "On The Road to Nowhere", is her testimony in music form. Her album is a powerful narrative of her life story. The album focuses on bringing the darkness to the light, healing and owning her truth.



NOTAS DE 4
ALBERTA

WORLD MUSIC / DANCE

Notas de 4 is Calgary's original Latin Folk & Jazz ensemble. The ensemble's original compositions are inspired from Flamenco, Latin Jazz and traditional music from Cuba and Mexico and Spain. Their performance has been described as Intense, edgy and dreamy; a reimagination of Latin music composed in a uniquely Canadian landscape.



NELSON LITTLE

MANITOBA ROOTS / COUNTRY

Born north of the 55th parallel in Thompson, Manitoba, and raised just outside Riding Mountain National Park, Nelson Little has been performing and entertaining audiences for the last decade and more. A captivating songwriter, and energetic performer, He has made his way across the Canadian provinces time and time again, proving himself as one of the hardest working musicians around, working tirelessly to tell his story and share his songs. He has shared the stage with acts Charlie Major, The Sheepdogs, and has performed at some of Canada's biggest festivals including AbDay Live and Festival du Voyageur.



BUZZ BRASS

PROVINCE DU QUEBEC CLASSICAL

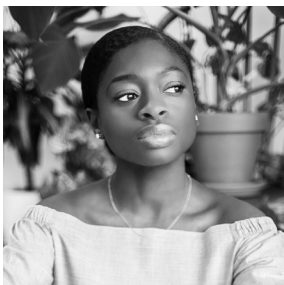
Since 2002, Buzz Brass quintet has been travelling all over the globe to captivate classical music lovers. Whether its concerts consist of brass quintet alone or together with guest musicians, the original artistic propositions it presents leave nobody cold. With over 1,600 appearances to its credit, the ensemble has reached more than 350,000 music lovers throughout North America, Europe and China. The numerous awards and distinctions that Buzz Brass has earned over the years (Opus, ADISQ, and Trille Or) attest to both the quality and the relevance of its musical performances. Thanks to numerous innovative programmes, praiseworthy recordings, a unique repertoire and a vision of classical concerts that reaches out to a wide audience, the group now features among the most reputable brass quintets in Canada.

PERFORMING ARTISTS



RORY GARDINER
ONTARIO
COMEDY & MUSIC
Laughing in the Face of Adversity

Canadian Country Music Association (CCMA) -nominated artist Rory Gardiner has shared the stage with A-List country acts such as Keith Urban. You may also recognize him from multiple appearances on various CMT reality shows. As a stand up comedian, his TikTok videos have over 50 Million views, his YouTube sketches have been featured on Funny or Die, and America's Funniest Videos. When mother nature sent a tornado through his neighbourhood in 2018, he gave a TEDx talk in Colorado on using humor as a coping mechanism. Discovering he could make a real impact through laughter, he combines stand-up comedy with music, connecting with audiences in performing art centres, clubs, cruise ships & corporate events across North America.



SAMMY JACKSON
ONTARIO
JAZZ

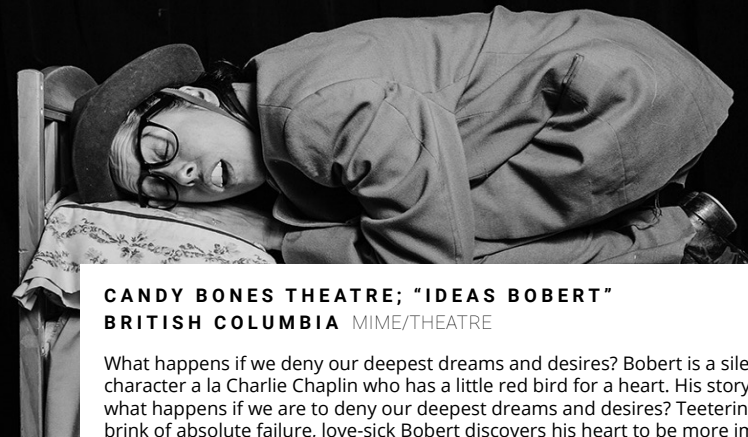
JUNO Award-winning artist Sammy Jackson is an emerging Jamaican-Canadian singer-songwriter recognized for her distinct sound, fusing element of Jazz, R&B and Pop. Growing up, she regularly found opportunities to perform and develop as a musician, which led her to pursue a Bachelor of Music in Performance specializing in Jazz Voice from the University of Toronto. During her education, she studied with accomplished vocalists including Alex Samaras, Christine Duncan and Sienna Dahlen. As a rising presence in Toronto and Niagara, In addition to performing and leading her own band, Sammy has shared the stage with renowned musicians such as Barbra Lica, Robi Botos, Rich Brown, and Larnell Lewis.



MADELEINE ROGER
MANITOBA
CONTEMPORARY FOLK

Madeleine Roger is a folk singer-songwriter from Winnipeg, MB. While skillfully accompanying herself on acoustic guitar, it is her artistry as a songwriter and storyteller that can silence a room, uniting her lyrical prowess with breathtaking melodies that linger long after they are sung. Madeleine's music combines the elegant storytelling of folk traditions with the grounded vibe of roots music. Her critically-acclaimed debut album Cottonwood is a collection of songs that reflect on femininity and equality, the majesty of the wilderness, and the beautiful awkwardness of trying to love another person.

PERFORMING ARTISTS



CANDY BONES THEATRE; "IDEAS BOBERT"
BRITISH COLUMBIA MIME/THEATRE

What happens if we deny our deepest dreams and desires? Bobert is a silent character a la Charlie Chaplin who has a little red bird for a heart. His story asks us, what happens if we are to deny our deepest dreams and desires? Teetering on the brink of absolute failure, love-sick Bobert discovers his heart to be more important than he knew.

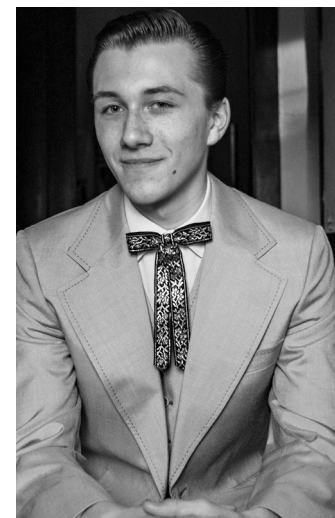
From award-winning creator and actor Candice Roberts, comes a clown tour de force of comedy and conundrum. With vintage silent film styling, shadow puppetry, stop motion animation projections, dance and live music, the world of Ideas Bobert is rich with magic and creativity. Like Ginger Rogers meets Mr. Bean on the Muppet show, Ideas Bobert dances with the hilarious absurd.

JAKE VAADELAND
& THE STURGEON RIVER BOYS

SASKATCHEWAN ROCKABILLY / BLUEGRASS

Jake Vaadeland is a multi-instrumentalist and songwriter from Saskatchewan, Canada. His traditional sound could be defined as a blend of Bluegrass and 50s Rockabilly with a focus on storytelling and messages that he hopes his audience can relate to, all packaged in foot stomping, high energy performances with The Sturgeon River Boys.

Jake received 4 2022 Saskatchewan Country Music Awards: Fans Choice Entertainer of the Year, Songwriter of the Year, Alternative Country Album of the Year and Emerging Artist of the Year. His album, Retro Man also finished at #2 in fan voting for the Best Saskatchewan Albums of 2021.



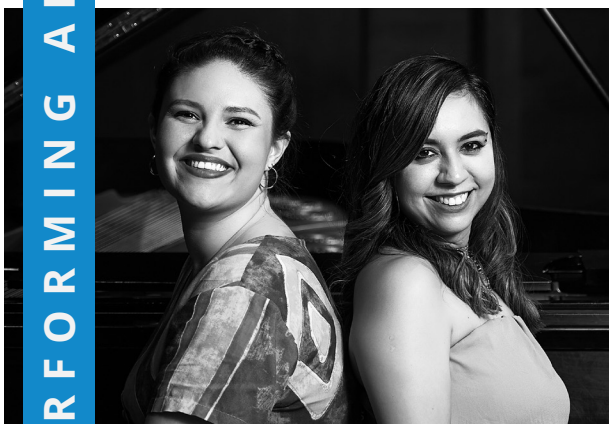


JP HOE
MANITOBA POP

As a matter of survival, we have all clung to silver linings throughout the pandemic. Canadian singer songwriter JP Hoe is emerging from the crisis with his sixth studio offering, 'Botanicals'

Sole songwriter, self-engineering and producing the album, he attempts to live up to his admired jack-of-all-trade predecessors (Sufjan Stevens, Hawksley Workman, Tom Petty) to name a few. The outcome is a heartfelt collection of songs cloaked in JP's fingerprints and creative perception. As the dust settles and a new normal becomes reality, so too is JP adapting to these challenges. Stopping is not an option. Corraling an audience to sing along at the top of their lungs or sharing a moment in the lobby with a stranger over a shared tragedy; these are the moments he wants back.

Whether contributing to soundtracks on film or tv, or performing on stages halfway across the world, his songs have the capacity to connect audiences of all shades.



OBSIDIANA DUO
ONTARIO CLASSICAL

Obsidiana Duo take their name from the glassy volcanic rock at the heart of ancient Mesoamerican culture - a sacred stone with the ability to reflect light from darkness. The rich colour and tone of Montefusco's mezzo-soprano voice pairs with Tapia's vibrant classical piano in this showcase of historically-excluded composers and repertoire celebrating an intriguing diversity. Since

first meeting at the University of Western Ontario in 2019, Montefusco and Tapia have formed a solid musical bond which casts a glow on exquisite folk songs from their countries of origin (Brazil and Mexico). Combined with Canadian lullabies and ballads which highlight the love and respect they have for their adopted country, this program spotlights a wide variety of music styles and traditions drawn from across the Americas.



Showcases from Coast to Coast to Coast

Working together to strengthen the Canadian touring sector through professional development and networking.



Contact ONtour
On Hiatus
www.ontariocontact.ca



Contact East
September 22 - 24, 2023
Woody Point, NL
www.contacteast.ca



Folk Music Ontario
Fall 2023
TBD, ON
www.folkmusicontario.ca



OSAC Showcase
October 13 - 15, 2023
Regina, SK
www.osac.ca



Arts Touring Alliance
of Alberta

Alberta Showcase
October 20 - 22, 2023
Fort Saskatchewan, AB
www.artstouring.com



Manitoba Showcase
October 26 - 29, 2023
TBD, MB
www.manitobaartsnetwork.ca



CAPACOA
November 2023
Ottawa, ON
www.capacoa.ca



Pacific Contact
April 13 - 16, 2023
New Westminster, BC
www.bctouring.org



N3 - Yukon Arts Presenters Summit
TBD
www.yukonartscentre.com

PITCH ARTISTS

THE BROMANTICS

SASKATCHEWAN

50s DOO-WOP
/ROCK & ROLL

From Louis Prima to Ben E. King, and everything in between! These boys are paying tribute to the bands that started it all, AND performing originals to follow suit. The Bromantics are a youthful revitalisation of the 1950's, with brilliant brass tones and doo-wop harmonies they keep the audience screaming for more, The Bromantics are a cross between nostalgia and modern trend, attracting people of all ages.

The songs are timeless and the dances are contagious. The Bromantics' animated performances have proven to fill any size dance floor.



GENEVIÈVE RACETTE

QUÉBEC

FOLK/POP/AMERICANA

Nationally renowned Québécois folk-pop musician Geneviève Racette has captivated listeners with her gentle, yet compelling, emotional resonance, and garnered impressive industry support for her folk-pop tracks ever since her first EP in 2014. Through her vulnerable lyricism and ethereal vocals, Geneviève has emerged as a rising star in both French and English-speaking Canadian music scenes.

Satellite, Geneviève's third full-length record (March 2022), is a 9-song collection delivering honest stories of self-discovery and reflection through the cycle of love. The recognition Satellite received upon its release has been even greater than Geneviève has experienced in the past. With glowing critique from major outlets, including Rolling Stone, Exclaim!, CBC, Women of Americana, Americana Music Association, Sirius XM and countless other publications and radio stations, this has undoubtedly been her most successful release to date.



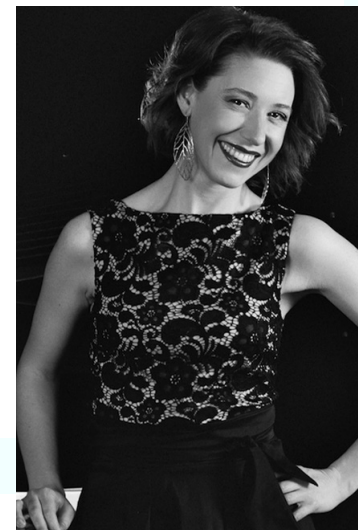
SARAH HAGAN

PRINCE EDWARD ISLAND

CLASSICAL PIANO

Awarded as Artist of the Year by both Ontario Contact (2017) and the BC Touring Council (2015), and mentioned by The Guardian (Charlottetown) as the Best Classical Performance of 2014, pianist.

Sarah Hagen's interpretations have been described as "outstandingly inventive" [University of Waterloo Gazette], "played flawlessly" [ReviewVancouver]. Her extensive touring has taken her across Canada, to Sweden, France, Germany and Italy, and twice to New York City's Carnegie Hall.



PITCH ARTISTS



CHASE PADGETT: 6 GUITARS FLORIDA MUSIC & COMEDY

6 Guitars is a pitch perfect blend of music, comedy, and storytelling. Chase Padgett, semi-finalist on Season 1 of Fox's newest reality singing show 'Alter Ego,' delivers a virtuosic performance as he becomes 6 original guitar playing characters – each representing a different genre: Blues, Jazz, Rock, Classical, Folk, and Country. As the show unfolds, the audience is treated to the stories and songs each character has learned over a lifetime of music. From a 20 year old aspiring rocker to an elderly Blues man who's seen it all, these original characters bring fresh fun to the styles we all love. Packed with plenty of laughs, great tunes, and moving musical stories, 6 Guitars is an unforgettable night out for any music lover at heart.

THE STANLEY COUNTY CUT-UPS

MANITOBA BLUEGRASS

From hard drivin' banjo solos to four part harmony singing, blues infused mandolin breaks and hair-raising fiddle tunes, this quintet covers all the bluegrass bases. Some nights, when the moon is just so, you can even hear the wail of a lonesome dobro.

This group has been playing together in different configurations for close to 20 years and their performances have been described as "more than fine" and "refilling my folk music cup" by audience members. The Cut-Ups include Jess Reimer on bass, Jeremy Hamm on mandolin and fiddle, fiddler Jeremy Penner, banjo/dobro player Tim Osmond and guitarist T.J. Blair. All sing two, three and four part harmonies in a bluegrass style over original compositions and traditional numbers.

To hear them come together to perform as a bluegrass band is sure to lure fans of The Stanley Brothers, Jim & Jesse McReynolds, Bill Monroe, Hazel Dickens and others from the bluegrass canon.



MANITOBA BLUEGRASS



FROM

THE
Stanley County
CUT-UPS



WWW.STANLEYCOUNTYCUTUPS.COM

CONTACT: TIM OSMOND OSMONDT@GMAIL.COM



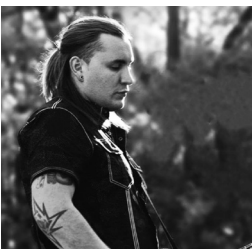


Emerging Artists



GREG PERSONIUS

Emerging artist Greg Personius calls Opaskwayak Cree Nation home and is an active community member and a proud new father to his first child. Inspired by music such as country legends, music is everything to him.



JESSE BANDURA

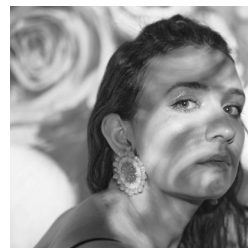
Jesse Bandura is a singer-songwriter, recording artist born in Winnipeg, Manitoba. Bandura infuses his love of country and rock into his music. Jesse got his first guitar at age nine and has honed his craft playing live across Western Canada over the past 14 years. Bandura's musical style has been linked to Jason Aldean, Steve Earl and Kidd Rock. Bandura has a new single, set for release Sept. 2022, guaranteed to keep you country!



CLAYTON RUDY (MAHAGONY FROG)

Clayton recently joined Winnipeg-based psych rock band Mahogany Frog on bass and synth. His previous projects include Toronto-based Bowie tribute band Life On Mars (guitar) and political rock outfit Iron Age Mystics (bass). A Fransaskois who recently returned to the prairies, Clayton's full artistic energy is focused on bringing the heft of Mahogany Frog's 2021 and 2022 double-length releases onto the stage while diving into the writing project for next year's expected LP.

RBC EMERGING ARTISTS



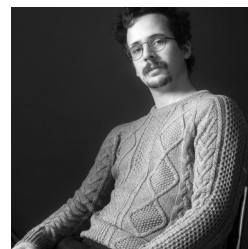
KWIAT - ASHLEY BIENIARZ

Kwiat (kwai-uht) is a Métis Polish avant-pop artist, heavily influenced by post-romanticism. With sophisticated vocals and elaborate piano melodies, the Winnipeg-based songstress captivates audiences through raw, intimate, and dramatic performances. Each song blossoms into its own lush and distinct sound while drawing inspiration from notable artists such as Fiona Apple, Japanese Breakfast, and Regina Spektor. Kwiat plans to make her official debut in the Fall of 2022.



MIC NORTH

Mic North aka Nigel Pahl is a black / indigenous artist from Winnipeg, Manitoba. North has used music as a tool to change his life and make it out of the streets and gang culture in Winnipeg. Mic North has worked with Peter Jackson from Toronto and currently has a hit single TIGT that is climbing the Indigenous Top 40.



BEN STOPFEL

Hailing from Winnipeg, Manitoba, Ben Stopfel's folk-inspired and honest songs are all about learning to make peace with melancholy. In his new EP titled 'The Garden', he retells his coming of age story, moving out on his own from a small town in Ontario. With themes of loneliness, anxiety, and the daunting fear of the unknown, Ben's soothing yet emotive vocals tell a story that is entirely his own, yet relatable to anyone who has ever felt the lonely ache that comes with growing older.



JAY ALASKA

Jay Alaska is a Canadian artist and producer, born and raised in Winnipeg, Manitoba. From hard beats with jaw-dropping lyricism, to upbeat pop like R&B flows, his broad range of music and flow capability is sure to captivate you. Jay Alaska comes with a cool confidence that you don't see often. His numbers speak for themselves, as he already has over 100 000 streams on Spotify alone in less than a year of releasing music.

INDIGENOUS SUMMER TOUR 2023 & 2024

Funded by Canada Council for the Arts

Strengthening relationships with Indigenous peoples throughout Manitoba.

To continue our goal of providing diverse programming for rural Manitoba communities, Manitoba Arts Network (MAN) is thrilled to announce that we have received funding from Canada Council for the Arts over the next two years to bring diverse, inclusive, and accessible live events to Indigenous and member communities each year.

10 Indigenous and 5 Member settler communities can sign up to host **Indigenous musicians**, culminating in 7 dates for Northern and 8 dates for Southern communities scheduled in July & August.

Each tour will feature two Indigenous artists alumni from our RBC emerging artist mentorship program who will perform and be mentored by Dawn Marie Chartrand in 2023 and Gator Beaulieu for 2024.

Each performance can range from 80-120 minutes, where each community will receive a participatory arts activity before the concert led by the professional artist.

MAN will be providing poster and social media graphics and run radio ads on NCI radio to help communities spread the word.

Indigenous Programs Coordinator
Rhonda Head

rhondavhead@gmail.com

Concerts to Indigenous communities will be free and we ask that the community provide accommodations for the artists. While we ask for a \$500 contribution plus provision of accommodations from MAN member communities. The concerts will provide a wide range of music styles, entertainment, and experiences. Each concert is valued at \$3,500 CDN.



CATCH THESE 2023-24 TOURING ARTISTS AT MANITOBA SHOWCASE



OBSIDIANA DUO
mezzo-soprano & piano
FRIDAY OCTOBER 28
EVENING SESSION



BUZZ BRASS trumpets, horn & trombones
FRIDAY OCTOBER 28 EVENING SESSION



HUU BAC QUINTET
dan bau, erhu, quena, guitar, piano, violin, bass & drums



LA FIAMMATA
PAN-CANADIAN TOUR
one piano, four hands



STÉPHANE TÉTREULT & MARIE-ÈVE SCARFONE
cello & piano

For 25 years Prairie Debut has linked emerging Canadian classical and global music artists to communities in Manitoba, Saskatchewan, Alberta, and the North.

FOR MORE INFORMATION, VISIT → [PRAIRIEDEBUT.COM](https://prairiedebut.com)





