

Art League of Leland (ALL) Workshop Series

MARKETING YOUR ART AND YOUR BRAND with Chuck Whitlock, Becky Steele, and Kari Feuer

Saturday, January 13, 2024, 9 AM – 1 PM

Workshop Description

We are featuring three round table presentations with artists who have backgrounds in various business aspects of the visual arts. There will be plenty of opportunity for questions and information sharing. Be sure to bring a laptop, tablet or phone, as we will be visiting some websites. You will participate in all three round table sessions.

Similar to our workshop last year, it will be a shorter day, and focus on smaller groups. Our three panelists and their subjects are:

Chuck Whitlock: “[Bringing Eyes to Your Art: Innovative Marketing Techniques](#)”: Selling your art directly through niche marketing, online platforms and other outlets.

Becky Steele: “[Hands-On Social Media](#)”: Using Facebook and Instagram to reach out to your public.

Kari Feuer: “[Taking your Portfolio Online](#)”: Setting up your own website even if you’re not a techie, and exploring third-party sales platforms as a valuable alternative.

About the Instructors:



Chuck Whitlock, an entrepreneur, is originally from Chicago. He has written 18 books and produced hundreds of investigational reports for national TV shows. After creating stained and fused glass artwork for many years, Chuck began combining his interest in photography and his love of glass. Using fusible ceramic ink, each unique project requires approximately 100 hours to complete. Chuck's artwork has been sold in West Coast galleries and regional art shows, and he has taught marketing at Clark College, UCLA Extension and UNCW.



Becky Steele was a successful business professional with over 40 years of experience including 24 years in the real estate industry. During her real estate years, Steele created her own and many other websites for her team, as well as others in the field. She also taught workshops on utilizing Social Media to Grow Your Business, successfully showing agents and offices how to set up and engage on social media sites and monetize their services.

After retiring in 2019 from the corporate business world, Steele was able to embrace her dream of being a full-time artist. Naturally, she built her own website and set up her artist accounts on several social media sites. Steele says even though she is on multiple sites she primarily stays engaged on Facebook, with both a personal page and her professional Art Business Page, and on Instagram.



Kari Feuer is a painter, teacher and arts-activist and she continues to add to her own education on an ongoing basis, having started her painting career through a self-directed curriculum of workshops and college classes late in life, while running her successful design business. She has taught many facets of art in adult education in the past ten years. Her work has received national recognition and is in collections on three continents. www.karifeuer.com

Registration Information

Dates: Saturday, January 13, 2024

Time: 9:00 AM - 1:00 PM (Doors open at 8:30 for set up)

Place: Cutlar Community Center
1120 East Cutlar Crossing #204
Leland, NC 28451

Cost: **\$35** ALL Members, **\$50** Nonmembers

Break: Short snack break between round table sessions

Registration: Go to the ALL website to register and pay at: artleagueofleland.org