

Starting in 2022, EAI will be offering a marketing package to assist in marketing and promotion for workshop instructors' own in-person or Zoom workshop(s). EAI is providing this package to our members to support the independent nature of running a workshop business. If an instructor would like to expand their reach and gain a larger audience through the Institute, this will help support their efforts.

A marketing package from EAI is priced at \$125*. For this rate you would receive the following from EAI to sponsor/market your workshop(s):

- EAI will send promotional mailings (emails) for your workshop(s) to our extensive Constant Contact list of over 6,000 active contacts. Your mailing would run 5 times. You would choose the dates your email(s) would run. We will schedule them per your instructions. (We recommend scheduling your marketing emails to begin at least six (6) weeks in advance of your workshop date).
- Listing of your workshop(s) on the EAI website.
- Facebook and Instagram postings made 3 times during the pre-launch of your workshop.

* This rate is for EAI to market one workshop. Rate for multiple workshops on one listing is shown separately.

You would need to provide EAI with the following in order to set up your marketing:

1. FOR FACEBOOK/INSTAGRAM posts: One or two good-resolution jpeg(s) (minimum of 150 ppi) of your work, preferably the artwork will utilize the technique you will be teaching in your workshop. One jpeg of you - a headshot, or you working in your studio. We will choose from these images, along with a text overlay of the basic info about your workshop to make the posts.
2. FOR MAILING/WEBSITE LISTING: One PDF file which will be used to provide the basic information about your workshop. Your PDF file **must** include this information on it:
 - Title of workshop
 - Date(s)
 - Time
 - Price (what is included in price - such as materials and tax)
 - Indication whether the workshop is in-person (and where it's located, if in-person); **or** over Zoom
 - Your contact email and/or phone number - this must be noted somewhere on your file - you are responsible for communication with potential attendees, and also for collecting payment (see next point)
 - link to your website page - for registration/payment, and further information

If space allows (without making the text too small or layout too crowded) you may also include:

- Level of experience you suggest for participants in your workshop(s)
- Minimum/maximum number of participants

If you do not have room for this info, it should be included on your own website.

The layout/look of the PDF file you submit may be tailored to suit your own taste/needs - with any images and layout you choose - as long as the information above is included. We do suggest you keep it simple and graphic with just the basic info above. It should be easy to read with fairly good size text in a heavy or contrasting font (especially if you are overlaying the text on an image).

You will create your file in a word processing program and convert it to a PDF file, sized as a standard 8.5 x 11 inches in **landscape** orientation. The file you provide will be converted to a jpeg sized to fit on the website/mail program. Since it's a jpeg, no links on it will be live. Instead we will place the live links to your website and email

below your document/image. The links will direct people back to your website where you can post more detailed information.

Examples of a mailing, website listing, and social media post are included at the end of this document to give you a visual illustration of what we need, and how we will use your file.

EAI suggests you also consider adding the following on your own website:

- (For in-person workshops) A written Covid-safety policy/requirements.
- A clear cancellation policy and under what circumstances you'll offer a refund, or if a partial refund, what the details on that policy are.
- (If you're holding a Zoom workshop) A materials list, ideally with links to suggested materials.
- For in-person workshops, you may want to have a photo (or several photos of the workspace) somewhere on your website.
- (For in-person workshops), a link to a map for your location, and/or driving directions.

We also strongly recommend that you Google the information for your state, or even better, consult with a tax professional to advise you whether or not you need to collect tax for your workshop. If tax is required, you will need to either build that cost into your price, or specify the amount of tax clearly on the PDF document.

PLEASE NOTE THE FOLLOWING IMPORTANT POINTS:

- The \$125 price is for marketing one (1) workshop. If you would like to market more than one workshop within a season and combine them into one on your promotional email(s), website listing and social media posts, you will incur an *extra cost as noted below*.
- Instructors are responsible to collect any monies/payments on their own websites. EAI will not be collecting or processing payments for these workshops. Instructors are also responsible for all communication with workshop attendees or potential attendees.
- If you find that you want to make any changes *once you have submitted your materials and we have begun to produce your marketing material* - you will need to pay us to edit or redo any mailings, social media posts, or website listings we've already started - at a rate of \$20/per hour, paid to EAI via link we provide.
- If, for any reason, your workshop(s) are cancelled after we begin working on your marketing plan, there will be no refund of any EAI marketing funds.

PRICES & DETAILS TO MARKET MORE THAN ONE WORKSHOP: One way to keep costs down *and* promote multiple workshops, would be to promote your workshops as a group, in one mailing/website listing as a simple list of your workshops. An idea for how to do this would be to divide your layout roughly into two, with one section being an image of your work, or some graphic. The other portion would have a list of your workshops: title, date, time, price. (see example on page 4). You would add any more detailed descriptions for each individual workshop on your own website.

Price: \$125 + \$10 for each additional run date on the mailings above and beyond the 5 run dates included for a single workshop. For example: you want to advertise workshops in June, July and August. The file you submit would have all three months listed (see example page 4-5). You would determine how to schedule the first 5 email run dates. For any additional date you wish to schedule for the mailings, it would be \$10/ each additional mailing. This price includes running the mailing *as set up for you at the beginning* - with all of your workshops listed, no changes. If you also choose to change your PDF file to run in July and have it only show the July and August dates (remove June workshops from your mailing), it would be \$20/hour to upload/create new mailings or listings on the website.

EXAMPLE OF A SINGLE WORKSHOP MAILING:



EAI SPONSORED 2022 WORKSHOPS

JORGE LUIS BERNAL

Instructor

This is a PDF file converted to a jpeg



IN-PERSON ENCAUSTIC MONOTYPE WORKSHOP

JORGE LUIS BERNAL
STUDIO
SANTA FE

JANUARY 8 & 9
11 - 4

PRICE:
\$375
includes tax & all materials

workshops open to artists of all levels of experience

CONTACT FOR MORE INFO:
JORGELUISBERNAL@GMAIL.COM

REGISTRATION:
JORGELUISBERNAL.COM

Join us for an in-person workshop in 2022 with instructor Jorge Luis Bernal.

Workshops are held in Jorge's Santa Fe studio.

link to your website



Click [here](#) to:

find out more information about Jorge
get, details about this workshop
register, & pay for the workshop

Link to your email



Contact: jorgeluisbernal@gmail.com for information or questions.

EXAMPLE OF PDF FILE LAID OUT FOR A MULTIPLE WORKSHOP LISTING IN ONE MAILING, or to be used on the website listing:

JORGE LUIS BERNAL 2022

Encaustic Monotype & Cold Wax Workshop Schedule

Encaustic Monotypes Workshop
One Day – Introductory
June 4th 10 AM to 3 PM Cost \$175.00

Encaustic Monotypes Workshop
The Basics, Intuition & Intention
June 5 & 6th 10 AM to 3 PM Cost \$350.00

Cold Wax Workshop
Fundamentals, Layers & Texture
June 12 & 13th 10 AM to 3 PM Cost \$350.00

Encaustic Monotypes Workshop
The Landscape
July 3 & 4th 10 AM to 3 PM Cost \$350.00

Cold Wax Workshop
Basic Techniques, Content & Constrain
July 24 & 25th 10 AM to 3 PM Cost \$350.00

Encaustic Monotypes Workshop
One Day – Introductory
August 6th 10 AM to 3 PM Cost \$175.00

Encaustic Monotypes Workshop
India ink, Graphite, Carbon & Charcoal
August 7 & 8th, 10 AM to 3 PM Cost \$350.00

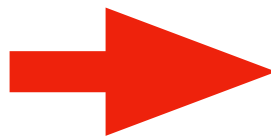
For detailed info on each workshop go to:
jorgeluisbernal.com

REGISTRATION/PAYMENT/INFO : jorgeluisbernal.com

Contact: jorgeluisbernal@gmail.com

All levels of experience welcome.

link to your website



For more information, go to

jorgeluisbernal.com

Link to your email

[Contact Jorge](mailto:jorgeluisbernal@gmail.com)



A PDF FILE LAID OUT FOR A SINGLE WORKSHOP LISTING IN ONE MAILING, or to be used on the website listing would be similar to this (same size, etc.) The only difference would be that it would have only one workshop listed (example on previous page).

EXAMPLE OF A **MULTIPLE WORKSHOP LISTING** AS A MAILING (in one listing):



EAI SPONSORED 2022 WORKSHOPS

JORGE LUIS BERNAL

Instructor

This is a PDF file converted to a jpeg

JORGE LUIS BERNAL 2022
Encaustic Monotype & Cold Wax
Workshop Schedule

Encaustic Monotypes Workshop

One Day – Introductory

June 4th 10 AM to 3 PM Cost \$175.00

Encaustic Monotypes Workshop

The Basics, Intuition & Intention

June 5 & 6th 10 AM to 3 PM Cost \$350.00

Cold Wax Workshop

Fundamentals, Layers & Texture

June 12 & 13th 10 AM to 3 PM Cost \$350.00

Encaustic Monotypes Workshop

The Landscape

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Basic Techniques, Content & Constrain

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Encaustic Monotypes Workshop

India Ink, Graphite, Carbon & Charcoal

August 7 & 8th, 10 AM to 3 PM Cost \$350.00

For detailed info on each workshop go to:

jorgeluisbernal.com

REGISTRATION/PAYMENT/INFO : jorgeluisbernal.com

Contact: jorgeluisbernal@gmail.com

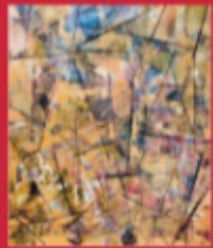
All levels of experience welcome.



JORGE LUIS BERNAL 2022



SANTA FE



Join us for in-person workshops in 2022 with instructor Jorge Luis Bernal.

Workshops are held in Jorge's Santa Fe studio.

link to your website

Click [here](#) to:

find out more information about Jorge
get, details about this workshop
register, & pay for the workshop

Link to your email

Contact: jorgeluisbernal@gmail.com for information or questions.

EXAMPLE OF A SOCIAL MEDIA POSTING:



**ENCAUSTIC
MONOTYPE
WORKSHOP**

**JAN 8 - 9
11 - 4
\$375**

In
SANTA FE

Instructor:
**JORGE LUIS
BERNAL**

**INFO
&
REGISTRATION**
jorgeluisbernal.com



**JORGE LUIS BERNAL
STUDIO
SANTA FE**