



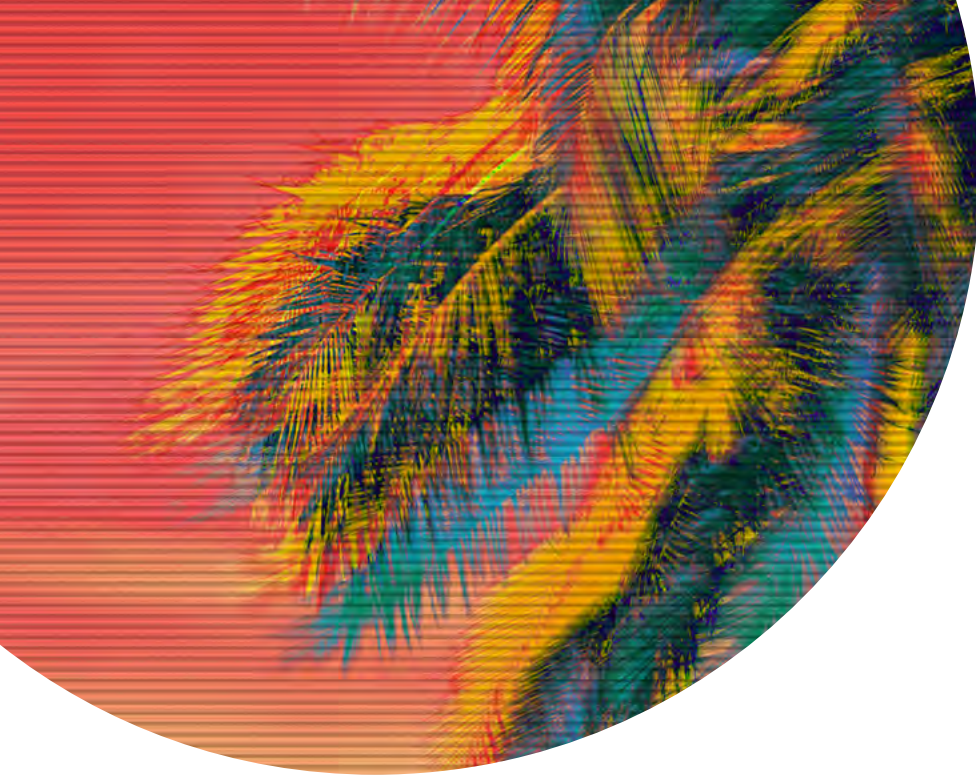
REDEFINING THE ARTIST IDENTITY

MILAN ART
EXPERIENCE



CONFERENCE
2023
OCT 3-7

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DAY 1

TUESDAY

3:00 pm	Check-in and Artist Meet and Greet begins
5:00 pm	Late check-in starts
5:30 pm	Get to know new and old artist friends while playing with the latest trends in art
6:00 pm	Conference Kick-off
6:00 pm - 8:00 pm	Evening Session 1
6:15 pm - 6:50 pm	Keynote 1 - Elli Milan <i>"Why Redefining the Artist Identity Matters"</i> Elli is sharing why your success as an artist hinges upon what you believe about yourself. In this keynote, you'll learn what blocks are keeping you stuck and how you can break through those barriers to become the artist you were destined to be.
6:55 pm - 7:05 pm	Break
7:05 pm - 7:35 pm	Keynote 2 - Jake Dunn <i>"Why You Need a Mindset Shift to Find Success"</i> Struggling to make a living as an artist? In this keynote, Jake is revealing the mental hurdles that are keeping you from living your dreams as an artist. Learn the 10 practices you need to add to your art business and life to create a mindset for success.
7:35 pm - 8:00 pm:	Artist Stories Get to know the 2023 MAE VIP artists with an inside look into their lives, working as successful professional artists.
8:00 pm - 9:00pm	Artist Social Hour <i>(yay for new lifelong artist friends!)</i>

DAY 2

WEDNESDAY

10:00 am - 1:00 pm **Morning Session 1**

10:00 am - 11:20 am **Workshop A: Elli, Dimitra and Jake**
"Finding and Identifying Your Buyers"

In this workshop, learn...

- Who to market your art to
- Where to sell your art
- How to grow and connect with an audience of your ideal collectors

After this, you'll know exactly who wants to buy your art, so that you can sell more art and make a living doing what you love.

11:20 am - 11:40 am **20 minute break**

11:40 am - 1:00 pm **Workshop B: Jake Dunn**
"Using Storytelling to Sell Your Art"

Experience the power of learning how to sell your art (without feeling sales-y). We can't wait to teach you how to use storytelling to help collectors connect with your art just as deeply as you do, leaving them begging to have your art in their homes.

1:00 pm - 5:00 pm **Break**

5:00 pm - 6:00 pm **Artist Social Hour**

Deepen your new relationships with your artist friends and the Milans while chatting and exploring the latest trends in art.

6:00 pm - 8:00 pm

Evening Session 2

6:15 pm - 6:45pm

Keynote 3: Dimitra Milan
"Pitch Your Life's Message"

Ever find it hard to communicate your message to collectors about why you create the art you create? In this Keynote, Dimitra breaks down exactly how you can get clear on your art's message and ultimately change lives by selling your art to people that deeply resonate with it.

7:00 pm - 7:45 pm

Keynote 4: Dionne Woods

We have a treat for you! Learn from professional artist, business coach, and podcast host known as 'Paint Talks' Podcast, BloomTV expert, and MadeTV Maker... Dionne Woods, as she shares her knowledge of working in many different sectors of the art industry and how you can too.

8:00 pm - 8:45 pm

Panel Discussion - led by Elli Milan

Get your questions answered by a panel of professional artists that are making a living with their art. Join us for this live question-and-answer panel so that you can get a feel for what it's *actually* like to work as a full-time professional artist.

9:00 pm - 10:00 pm

Artist Drinks and Dessert

Deepen your relationships with your artist friends over drinks and dessert!



DAY 3

THURSDAY

10:00 am - 1:00 pm

Morning Session 2

10:00am - 11:20am

Workshop A: Elli Milan, Dimitra Milan and Jake Dunn - "How to Create Multiple Streams of Income with Your Art"

We can't wait to share how you can make money with your art apart from selling originals and prints. Learn how to use these different avenues to create a sustainable income:

- Licensing
- Galleries
- Publishing
- Automated sales techniques

You'll walk away from this workshop with a clear strategy to implement these streams of income into your art business.

11:40 am - 1:00 pm

Workshop B: Elli Milan and Jake Dunn - "The Art of Selling: Role Play"

Witness a live, interactive role play to learn how to make connections with collectors and sell your art with ease. No forcing, simply utilizing the power of these techniques so that your art and story do all the selling.

1:00 pm - 5:00 pm

Break

5:00 pm - 7:00 pm

Evening Session 3

5:15 pm - 5:45 pm

Keynote 5: Elijah Gedz - "Technology's Relationship with Art and the Future"

Get an exclusive look into the future of technology and art. Elijah is sharing cutting-edge developments that will change the way artists sell their art. Learn these revolutionary new ways to use technology to your advantage as an artist.

5:55 pm - 6:25 pm

Keynote 6: Alessandra Gold - "Galleries and Their Role in the Future"

Get an exclusive view of the art industry from an expert gallerist in the heart of Miami's design district. Learn what galleries are looking for, how to find the right galleries for you, and how to make win-win connections with galleries from the incredible Alessandra Gold.

6:30 pm - 7:00 pm

Keynote 7: Elli Milan - "Why Selling Your Art Matters"

The time is now, to learn why it's so important and more fulfilling than ever to sell your art. Elli will share how art is changing this world and why your art is what this world needs. Leave this keynote, with a passion to create and sell your art like never before.

7:00 pm

Graduation Celebration begins

7:30 pm - 8:30 pm

Graduation Ceremony

Join us and the 2022-23 Mastery Program graduates as they show their art and share their stories. Get ready for a night of moving testimonies, happy tears, and a true artist community.

8:30 pm - 10:00 pm

After Party

Ice Cream and Drinks



DAY 4

FRIDAY

6:00 pm - 9:00 pm: **"Beauty Reigns" Art Show Night 1**

- Experience breathtaking art from our [VIP artists & the Milan family](#)
- Hear from Elli as she speaks about the power of art and the way she has experienced art create real change.

DAY 5

SATURDAY

6:00 pm-9:00 pm **"Beauty Reigns" Art Show Night 2**

Enjoy a night of connecting and collecting with our VIP artists and the Milan family

