



NEW YORK STATE SENATOR

Jose M. Serrano

## Senator Serrano and Senator Krueger Co-Sponsor Forum "Connecting in the Arts"

JOSÉ M. SERRANO January 28, 2011

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Senators José M. Serrano and Liz Krueger, along with El Repertorio Español, co-sponsored a free arts forum, which explored innovative systems that can maximize the connections between those working in the arts and their audiences.

A panel of experts presented cutting edge techniques, tips and case studies in the areas of branding, social networking and event planning. The panel discussed how all of these areas

have concrete applications in the day-to-day work of artists and arts organizations, both large and small.

"With this event, we're hoping to encourage arts organizations of all types- particularly those with limited resources or those that are understaffed- to use new communications techniques and employ innovative ideas when it comes to their outreach efforts," said Senator Serrano. "It's never been particularly necessary for those in the art world to garner skills like e-mail marketing or social networking. However technology has given small organizations the opportunity to level the playing field when it comes to reaching large audiences."

Mary F. Pisarkiewicz, Founder and Chief Creative Officer of Pisarkiewicz Mazur & Co., gave a presentation on branding and marketing techniques and how they could be applied to cultural organizations; Michelle Paul, Product Manager for Patron Technology, presented social networking strategies that can positively impact outreach results for artists and arts groups; and Carolyn Cervantes Antonio, Director of Development at the Museum of Chinese in America, discussed effective event planning techniques for arts organizations of every size.

The Senator added: "This event is a perfect example of arts organizations of all sizes and from every creative niche, coming together to bring the cultural sector into a new technological age."