

TAMPA BAY Business Journal

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Creative professionals seminar focuses on business building skills

Tampa Bay Business Journal - by [Alexis Muellner](#) Editor

The Creative Professionals Development Association has organized a full-day event on the basics of business development, including selling techniques, marketing to individuals, groups and agencies, finance skills for getting to the next level and legal advice for navigating creative agreements.

The seminar is scheduled for April 19 from 9 a.m. to 4 p.m. at the Innovation Hangar, 211 N. Meridian Ave. in Tampa's Channelside district. Titled "Sell Your Creative," it is designed to fill in the gaps that form when creative professionals have an abundance of talent and technical skill but lack knowledge of the basics necessary to grow and manage a business, a release said.

Speakers will include Paul Quin, a partner at Saxon Gilmore Carraway Gibbons Lash & Wilcox PA in Tampa, Luis Rodriguez of Bayshore Solutions in Tampa, Jon Schickedanz of the Tampa office of the branding firm DMX, which is based in Austin, Texas, and Cheree Weems of Studio Red Media in St. Petersburg.

It is the CPDA's first event, said its founder, Schickedanz. He has been a creative professional for 20 years and grew up with two parents who were MBAs.

"Sitting around the dinner table, the discussion was always about management strategies and system analysis and structure and I always thought, why is it that creatives aren't getting this?" he said. "There were no classes for how to create yourself as a business, let alone word one how to develop a comprehensive marketing plan."

Sell Your Creative is co-produced by Mandy Minor, principal at J Allan studios in St. Petersburg. St. Pete Creative Network, Hangar 211 and Studio Red Media are providing further sponsorship support.

Cost to attend is \$50. For more information and online registration, [**click here.**](#)

J Allan is CQ