

## Overall Educational Objectives

### Emerging Artists

- Develop the initial foundations of a personal artistic identity
- Understand how to present and promote oneself
- Build an initial social media presence
- Gain confidence in front of the camera and in public speaking
- Create simple and cohesive content to start becoming visible
- Learn to structure a mini-performance and know how to share it

### Established Artists

- Strengthen and refine an existing artistic identity
- Develop a clear professional strategy (message, audience, positioning)
- Optimize image, branding, and visual signature
- Build a solid and strategic editorial line
- Master professional communication tools (portfolio, pitch, social media)
- Structure a visibility plan for festivals, programmers, and media
- Professionalize performance capture and distribution

# 2026 SESSION SCHEDULE

Sessions take place on Saturday mornings from 10 AM to 12 PM at MAF in Lausanne. They are spread throughout the year. Here is an overview of the program:

<b>Audience</b>	<b>Session Title</b>
Emerging	Building your artistic identity & storytelling
Established	Refining your artistic positioning & career direction
Emerging	Getting started on social media: formats & self-confidence
Established	Social media strategy & artist editorial line
Emerging	Building your image: moodboard & visual universe
Established	Advanced artistic branding
Emerging	Public speaking & camera presence
Established	Artist portfolio, pitch & professional communication
Emerging	Creating a micro-performance & learning to share it
Established	Filmed showcase & visibility plan