

ABBBA Meet Your Group



Directions: Share with the group:

- Your name
- Organization, career, or vocation
- How you identify: Creative, Business, Both, Other. Facilitator will annotate.

**Time: 5 min.
total**

30 seconds
each

CREATIVE	BUSINESS
BOTH	OTHER

ABBBA Part One



Scenario: City Council is considering funding arts and culture OR traditional business development. Convince them to fund the group you identify with least.

Time: 5 min. total

3 minute discussion with small group

1 minute share with whole group

Directions: Divide into two groups. Follow the directions for your group

BUSINESS PEOPLE

Stay in Facilitator's Room. Brainstorm the great things about arts and culture that should convince City Council to invest funds supporting the arts. Prepare to share your argument with your whole group.

CREATIVE PEOPLE

Go to Facilitator's CREATIVES room for 3 min. discussion. Brainstorm the great things about business to convince City Council to invest funds in business. Return to Facilitator's Room to share with your whole group.

ABBBA Part Two



Scenario: You are producing a commercial about the Arts OR about Business like drug companies do. You've already got the list of what Arts OR Business cures. Now you need the list of possible side effects.

Time: 5 min. total

3 minute discussion with small group

1 minute share with whole group

Directions: Stay with the same group. Discuss side effects of working with you!

BUSINESS PEOPLE

Stay in Facilitator's Room. Brainstorm the things that make it hard to work with you as Business people. Do you only care about the bottom line? Prepare to share your findings with your whole group.

CREATIVE PEOPLE

Go to Facilitator's CREATIVES room for 3 minute discussion. Brainstorm the things that make it hard to work with you as Creative people. Return to Facilitator's Room to share your findings with your whole group.

ABBBA Part Three



Scenario: You need to convince City Council that they should invest in arts AND business together.

Time: 5 min. total

3 minute discussion

1 minute share with whole workshop

Directions: Everyone stays in Facilitator's Room.

As a full group, brainstorm the best reasons for City Council to invest in the Arts AND Business. Prepare to pitch to the entire ABBBA Workshop. This should be an energetic opportunity to practice being an advocate for growing your local creative economy.