

ART & Business

AN IMMERSIVE EVENT FOCUSED ON TURNING
YOUR CREATIVE INTERESTS INTO A CAREER!

SEA 2025 | Nov. 15 & 16

North Central College | Naperville, IL

www.selfemploymentinthearts.com

Look Who's Coming - TV, Film, & Digital Media



George Berlin believes creativity shines when it deepens connections between people and the places they love. His studio creates unforgettable multi-sensory experiences using music, projection mapping, light art, and live performance. An award-winning director, George's work celebrates home and togetherness—from epic love stories projected in Sydney to igniting Art on the Mart in Chicago, lighting a permanent mural in Colorado Springs, performing with live orchestras, and debuting a global series about loving the Earth.



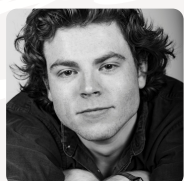
Heather Buchanan is an award-winning producer. She is the Executive Producer for the feature film Solomon, supported by the Sundance Institute. She is also the Producer for Love, War and Jazz, a national touring production.



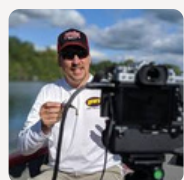
Azizi Marshall is a SAG-AFTRA actor, video producer, theatre director, clinically licensed psychotherapist, and board-certified drama therapist and trainer. She brings a unique blend of mental health expertise and performance training to her work with Fortune 500 companies, high-profile creatives/athletes, and global organizations. Azizi has spoken on international stages, including SHRM, and has been featured in media outlets such as Success Magazine, Forbes, CNN and NBC. As the founder of multiple creative ventures, she empowers artists and entrepreneurs to lead with confidence, master on-camera presence, and tell powerful stories that resonate and create lasting impact.



Brian T. Prairie's creative journey spans from childhood artistic pursuits through formal education at Kankakee Community College and Columbia College Chicago, where he specialized in animation. Over the past decade, he has built a diverse career in illustration, motion graphics, and video production, transitioning from freelancing to agency work before founding Ravenspring Media. His entrepreneurial path continues to evolve as this multifaceted artist blends art and technology while believing that creativity has no limits.



Cody McLeod Rogers is a director, producer, writer, and composer whose work spans narrative film, musical, comedy, documentary, and television. He has directed and produced for PBS, including Broadway's Leading Ladies, Broadway's Leading Men, and NEXT at the Kennedy Center, featuring artists like Sara Bareilles and Ben Platt. His credits also include Netflix's Emmy®-winning Conan O'Brien: Mark Twain Prize for American Humor and The Plum Game. Cody is the co-founder and Creative Director of Foreground Productions, leading a slate of ten projects through 2032. A graduate of American University, he was named a Top 30 Under 30 honoree by the School of Communication in 2025.



Steve Rogers is a content creator, video producer, and former TV producer and host known for immersive outdoor and bass fishing media. With a background in Broadcast Communications and Education, he's recognized for using underwater footage to bring the hidden world beneath the surface to life. As the founder of Steve Rogers Outdoors LLC and host of a YouTube channel with nearly 11 million views, Steve blends creativity, education, and adventure to inspire nature lovers and anglers alike.



Brandy Sales is a four-time award-winning video producer and creative strategist based in Knoxville. He built a successful production company and helped a top real estate coach achieve Inc. 500 growth. Now working in corporate Learning and Development, he continues to create content, blog for The Trek, support Tennessee State Parks, and explore long-distance hiking—when he's not knitting or thrift shopping.

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Session Snapshots

Quick Draw Production Challenge

Ready, set, action! Join creative professionals for a fast-paced, hands-on filmmaking adventure where everyone plays a part. In this fun and interactive session, performers will draw their character roles from one hat while production crew members pull their tasks from another. Then, it's off to the races as teams work together to create a spontaneous 2-3 minute mini production. Whether you're behind the camera or in front of it, expect creativity, collaboration, and a whole lot of laughs. No prep, no auditions —just pure production magic on the fly!

The Independent Path: Making Freelance Work Work for You

Is freelancing a route to creative freedom or a juggling act? This panel of working artists and freelancers shares how to build sustainable careers that support both your work and well-being.

Get equipped to:

- Find and market to clients with confidence
- Navigate contracts, pricing, and taxes
- Manage cash flow and plan for slow periods
- Set boundaries to protect your time and energy
- Grow your income without sacrificing your passion

My Life in the Media Arts | Pixels & Passion: Inside the World of Media Artists

Media arts is a world where storytelling meets technology. This panel features animators, filmmakers, and content creators working at the cutting edge of digital creativity. Discover how they broke into the field, what tools and trends are shaping their work, and how they're turning their vision into viable careers in a fast-moving industry.

Making Money Multiple Ways: Diversifying Your Income as an Artist

Whether you're producing music, filming projects, or creating visuals, making money often means mixing income streams. This panel features creatives who balance commissions, teaching, merchandise, licensing, crowdfunding, passive income, and more.

Find out how to:

- Diversify your income without burning out
- Choose income streams aligned with your goals
- Stay organized managing multiple projects
- Manage cash flow to keep your finances steady
- Build a flexible, sustainable career beyond a single hustle

And many more panels and small group discussions on a variety of topics including: AI, working with clients, developing your network, building your brand, pricing, overcoming creative blocks, managing cashflow, mental health and wellness, and so much more!

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