

# Authentically Connecting: How Art Therapists Market Digitally and Organically

Saturday, May 21, 2022  
1:00pm – 3:00pm EST  
2CECs (ATCB, NBCC) Virtual



## DESCRIPTION

“We are born makers. We move what we’re learning from our heads to our hearts through our hands.”  
-Brené Brown.

As art therapists, we are used to being makers of art, makers of safe spaces, and makers for the sake of others. In this interactive workshop we invite you to explore the making of you, your brand, and your business. This workshop addresses the value and role of marketing as an art therapist and how to promote your services, your skills, your business, and your practice. Panelists will discuss the importance of building your community, (standing out on social media), the ethical and legal considerations for developing a business, and how to authentically communicate and promote what you have to offer. Program will include didactic presentation, practical applications and takeaways, as well as creative experientials and a Q&A dialogue.

## OBJECTIVES

Participants will be able to:

- give at least two examples of organic marketing and how it can be used.
- identify two ways they can use social media to support their professional work.
- explain how authenticity plays an important role in their professional work when connecting with the public and clients.
- give at least two examples of community outreach and networking, both digitally and in person
- name one ethical and legal consideration for developing a business
- be able to access at least two resources to support further knowledge and exploration



Participants should have:

- 8 ½ x 11 paper
- drawing materials: i.e. ink pens, colored pencils, markers, oil pastels

## REGISTRATION

This panel will be free of charge.

Please consider making a [donation](#) to our program.

**Every gift, large or small, furthers our educational mission at the GW Art Therapy Program to support student fellowships, diversity, accessibility, and training.**



The George Washington University Art Therapy Department has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 3053. Programs that do not qualify for NBCC credit are clearly identified. The George Washington University Art Therapy Department is solely responsible for all aspects of the programs.

Gretchen M. Miller, MA, ATR-BC, ACTP



Gretchen is a Registered Board Certified Art Therapist and Advanced Certified Trauma Practitioner practicing in Northeast Ohio. She is the author of *The Art Therapist's Guide to Social Media* (Routledge, 2018) that was inspired by her love of connecting the art therapy community through technology and online experiences over the last 20 years. Gretchen previously served as Web Editor of the American Art Therapy Association (AATA), was part of the Association's Social Media Committee as a content creator, and in 2016 received a Presidential Recognition Award from the AATA to honor her social media contributions to the Association and profession. Gretchen recently finished serving four years on the AATA's Board of Directors and currently is an Associate Editor for the AATA Journal as Social Media Coordinator. She also presents regionally, nationally, and internationally, is an adjunct instructor for Ursuline College's Masters in Counseling and Art Therapy Program and The George Washington University's Graduate Art Therapy Program. She also provides art therapy supervision and consultation.

Emery H. Mikel, MA, ATR-BC, LCAT



Emery is based in New York City and is the founder & director of Water & Stone, a Creative Arts Therapy PLLC, a contemplative creative arts therapy group practice, and Firefly & Phoenix LLC, a company offering support for professionals interested in entrepreneurial adventures. Both companies grew out of Emery's experiences living and working in Colorado, Washington D.C., Maryland, Virginia, Long Island, Brooklyn, and Manhattan. Emery is the author of *The Art of Business: A Guide for Creative Arts Therapists Starting on a Path to Self-Employment* (JKP, 2013) which focuses on contracting with organizations and business basics. She is currently working on her second book focused more specifically on private practice and starting a company. Along with these pursuits she mentors other therapists, offers continuing education workshops, supervises interns, guest lectures at George Washington University and is adjunct faculty at Nazareth College. She received her MA in Transpersonal Counseling Psychology: Art Therapy from Naropa University in Boulder, CO.

Ellen Smithey, MA, ATR-BC, CCTP



Ellen is a Detroit, MI and Austin, TX based art therapist who specializes in trauma-informed practices and intersectional feminist perspectives. Currently Ellen is in private practice primarily working with teens and young adults who have experienced long term relational trauma and racial trauma. Ellen is a certified trauma clinician as well as certified in attachment based EMDR and specializes in combining these trauma informed approaches with different artistic and spiritual modalities, and neurocognitive processes, to diagnose, address, and reduce anxiety in her client's daily lives. She is passionate about applying community-based, art therapy to propel social justice issues forward such as #metoo, Black Lives Matter, and LGBTQIA matters. Ellen is a proponent of ethical social media use and other virtual modalities to provide access to mental health clinicians and mental health awareness, specifically for underserved populations.

**Juliet King, PhD (ABD), ATR-BC, LPC, LMHC** (moderator) is an Associate Professor in the Art Therapy Department at GWU and also holds an appointment as an Adjunct Associate Professor of neurology, Indiana University School of Medicine.

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