



Technology Connectors

**Applied expertise.
Ingenuity unleashed.**

business benefits

Broadening skills and impact

While giving a much-needed and valued boost to our region's creative sector, technology professionals who volunteer in the Council's Technology Connectors™ program:

- Expand technical creativity and resourcefulness
- Broaden mastery of new and existing technologies
- Develop a professional network among peers
- Refine leadership, communication and collaboration skills
- Make an immediate, positive impact on arts and cultural organizations
- Demonstrate a company's commitment to the community

arts benefits

Provide fresh approaches

Critical expertise and affordable support produce smarter technology strategies and more efficient operations. As a result, strengthened arts and cultural organizations:

- Confidently embrace new technologies with the help of an expert
- Collaborate more effectively with staff, funders and audiences, using ideas learned from technology professionals
- Understand how to use technology more efficiently and effectively through discounted software training
- Overcome the unknown by attending technology seminars and workshops

Make a difference with creative solutions

Contact the program director at 215.790.3673 or tc@artsandbusinessphila.org
Learn more at www.artsandbusinessphila.org/tc

Business leader

"By bringing together technologists and artists so that arts groups can work more efficiently and creatively, Technology Connectors is improving the quality of our entire region. The intersection of tech professionals and arts professionals leads to a truly creative economy here in Greater Philadelphia – which is critical if you believe, as I do, that our country's greatest advantage throughout the world is creativity. Comcast Foundation is proud to sponsor Technology Connectors."

Charisse R. Lillie, Vice President of Community Investment and Executive Vice President of Comcast Foundation
Comcast Corporation, Philadelphia

Arts manager

The website of Philadelphia's International Opera Theater was "a work of art," said Artistic Director Karen Saillant. But it lacked functionality. So Technology Connectors volunteer Stan Coplan, human factors engineer at Aetna and president of MegaMedia, Inc., guided the organization through a process that produced just what the theater needed.

Technology volunteer

When it required assistance with software integration, The Chamber Orchestra of Philadelphia turned to Joe Di Stefano, a Technology Connectors volunteer, for an assessment and a recommendation. An integrated technology services manager for IBM Global Services, Di Stefano developed a roadmap for moving toward a solution. He credits his company with encouraging him to get involved in the community.

At a glance

- ▶ Technology companies and IT professionals provide consultation, project support, technology planning and resources to arts and cultural organizations.
- ▶ Technology volunteers get specialized orientation on the arts for effective consulting.
- ▶ Low-cost classroom and on-site training in popular software applications are provided to the cultural community.

Impact

Each year, dozens of technology professionals assist with short- and long-term technology planning/implementation, delivering an impressive ROI: 15 hours/project, on average, with far-reaching impact on technology infrastructures and organizational capabilities.

About the Council

The Arts & Business Council of Greater Philadelphia strengthens the partnership between business and artists and the cultural community to drive the creativity, vitality and economic development of the Greater Philadelphia Region. By helping both arts and business thrive, the Council contributes to the region's competitive edge across the country and around the world.

A community of volunteers

Business people involved in Council programs receive regular invitations to "backstage" arts experiences, educational forums and other networking events.

In addition to Technology Connectors' assistance, the Arts & Business Council provides:

HANDS-ON VOLUNTEERS

BUSINESS ON CALL[®] engages business professionals from participating companies with arts and cultural organizations through short-term volunteering at theaters, museums, arts galas and more.

MANAGEMENT CONSULTING

Business Volunteers for the Arts[®] (BVA) trains and places business professionals as volunteer management consultants with arts and cultural organizations to work on issues such as strategic planning, financial management, marketing and more.

BOARD MEMBER TRAINING AND PLACEMENT

Business On Board[®] trains business executives in nonprofit governance, carefully matches them with boards in the cultural community, and offers arts and cultural organizations workshops to strengthen board development and governance.

LEGAL ASSISTANCE

Philadelphia Volunteer Lawyers for the ArtsSM (PVLA), a Council program since 2008, places volunteer attorneys with artists and arts and cultural organizations to provide pro bono and low-cost consultation and representation.

Arts & Business
Council of
Greater Philadelphia
Two Forces. One Vision.

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Arts & Business Council of Greater Philadelphia is a division of the Greater Philadelphia Chamber of Commerce Regional Foundation and a chapter of the national Arts & Business Council of Americans for the Arts.



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