



Freelance Forum Rides Tidal Wave Of Independent Workers

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Given the growing trends and talented pool of independent creative professionals in the Southeast, the Freelance Forum finds itself well positioned to serve both the region's creative pros and businesses that range from startups to corporate employers.

Sandy Barth, President of Freelance Forum, says: "Freelance Forum specifically focuses on independent creative individuals who deliver professional services to their clients. Our members include photographers, illustrators, web and print designers, marketing consultants and much more."

"We have noticed an uptick of visitors and new members at our events and meetings in Atlanta over the past year," adds Sandy Barth. "Businesses are looking to work lean and mean - which often means they look to outsourcing creative like creating content, designing websites or collateral, managing projects, developing marketing strategies, etc. The availability of high tech apps and platforms allow freelancers to engage more efficiently with clients. But with that comes a desire for support within the creative community for networking, project partnering, seeking out experts in certain creative disciplines and simply learning the newest tips and trends for freelancers."

Recent trends demonstrate significant growth in freelance workers. Here are some statistics on the independent workforce and what the creative industry looks like currently:

? 15.5 million people are self-employed and 53 million Americans now freelance

? 43% of the current creative industries workforce is self-employed

? Self-employment is where the growth is

? 78% of small businesses have fewer than five employees

? 73% of freelancers confirm technology is making it easier to find freelance work

? 82% of freelancers believe that increased opportunities for freelancers are a positive step for the economy

"Freelance Forum meets the needs of our creative community by providing monthly Lunch & Learns, evening meetings and a robust website with member profiles and portfolio galleries so visitors can easily find the right talent for their projects," says Ms. Barth. "Freelance Forum events often center around technology or customer relations. For example, recent meetings covered the best time management apps, an SEO panel of experts, determining the best social media platforms for your clients, etc. We are truly excited by the quickly expanding landscape of freelance talent around Atlanta. By focusing on helping our creative members enjoy even greater success and serving the business community with a great talent pool it's definitely a win/win!"

About the Freelance Forum

Founded over 20 years ago, Freelance Forum is that largest non-profit organization in the Southeast that provides support, education, networking and leads opportunities for creative professionals. Based in Atlanta, Freelance Forum holds monthly evening meetings and lunch & learn events for members and guests. The organization also has a website that serves both freelancers who are looking to get more clients, as well as companies and individuals looking to hire independent creative pros.

Freelancers are encouraged to like the nonprofit's Facebook page on <https://www.facebook.com/freelanceforumatlanta> for further information and event notifications. The organization's website is: <http://freelanceforum.org/>

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For more information about Freelance Forum, contact the company here: Freelance Forum Sandy Barth 770-663-8327 sandy@gohighprofile.com 812 Lambert Dr NE Atlanta, GA 30324

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