Overview of Performing Arts Presenting | October 13, 2015
Explore current trends and best practices in the presenting industry. Topics will include a history and overview of the arts industry; roles and responsibilities of presenters, agents, artist managers, and producers; unique differences of presenting categories and organizations; a review of performing arts agencies, presenting associations, regional and national booking conferences; and other relevant resources.

Arts and the Law | November 10, 2015
Get acquainted with the nature and scope of legal issues arising from the arts sector. Topics highlight the current issues within the music, theater, dance, visual arts and film industries. The course also summarizes some of the basic contractual relationships and intellectual property interests among arts industry players.

Marketing: Social Networking | December 8, 2015
Are you mystified by social media? Do you know how to use sites like Facebook, Twitter, Tumblr, Pinterest, and Instagram to book artists and sell tickets? During this 3-hour roundtable and Q&A session, marketing and technology expert Richard Read will walk you through key features of the major social networks and help you find ways to accomplish your many goals, right from your desktop. Among the topics to be discussed: setting a social media schedule, encouraging interaction with followers, selling tickets, and buying ads.

Planning for Success: Profit and Not For Profit | January 12, 2016
Engage in an intensive review of the processes of idea conception, business modeling, types of business structure, financial feasibility, business viability, asset selection and acquisition, start-up costs, capital requirements, revenue sources, costs of sales, income and expense projections, economic and market assumptions, business planning, bank loans and other borrowings, vendor credit, insurance, management structures, and other topics pertinent to the establishment of for-profit business in arts administration.

Artful Negotiating 101 | February 16, 2016
The word “negotiation” can conjure up images of used car salesmen, and often makes people feel uneasy. The truth is that our professional and personal lives are filled with daily negotiations. Negotiations can be fun! Years of research from institutions like the Harvard Negotiation Project tell us there are methods for negotiating that you can learn and trust, and which reliably lead you to better outcomes and relationships. Learning the tools helps us approach negotiations more confidently and emerge more successfully. The course will include an introduction to theoretical concepts and hands-on skill building exercises (requires access to a cell phone or Skype). Learning outcomes include a grasp of basic negotiation theory and some experience using a model which can be repeated in future negotiations.
Curating a Series: Building a Roster | April 12, 2016

The thoughtful work of programming a performing arts series frequently has the word “curation” attached to it, as does the work of creating and maintaining an agency or management roster. Although presenters, agents, and managers have different imperatives, there are some remarkable similarities in the work of choosing artists to present or to represent, advocating for those artists, and building an audience for those artists. Instructors will lead a discussion exploring the philosophies behind programming and roster development and the strategies to achieve these goals. Importantly, both areas are intimately connected to the mission and business strategies of an organization. In this session, you’ll get the keys to unlock the secrets of programming and artist representation—and mastering the art of the relationship between them.

Instructor: Elaine Lipcan holds a BFA from Allegheny College and currently serves as Vice President, Concert Booking & Administration and Manager, Artists & Attractions for Opus 3 Artists, LLC. She began her career as General Manager and Director of Booking for the renowned Nikolais Louis Dance Company, managing all aspects of the company's Joyce Theater and Henry Street Settlement seasons in New York. She was responsible for managing institutional projects, general operations and negotiation of international performance booking, and assisted with the transfer of the Alwin Nikolais archive to Ohio University Libraries. Ms. Lipcan later served as Associate with Micocci Productions and was an integral part of the company's management, producing and booking of North American performances for a roster of avant-garde theater directors and international companies. At Opus 3 Artists, she has been East Coast agent, negotiating with presenting organizations and cream orchestras on behalf of Opus 3 Artists’ roster of classical musicians, performing artists and ensembles. Currently, she directs personnel and strategic planning aspects of the company’s North American booking department and is responsible for marketing. In addition she manages the international touring careers of the Parker Quartet, Jamie Bernstein and Tomàš Kubínek.

Instructor: Maria Guralnik coordinates the Arts Management program at State University of New York, Purchase College, currently serving over 200 undergraduates majors. From 1993-2009, Ms. Guralnik served as General Manager of the Van Cliburn Foundation where she oversaw career development for the winners of the Van Cliburn International Piano Competition including the contracting and servicing of all U.S. engagements and coordination of international tours following each quadrennial competition. She is a past president of the North American Performing Arts Managers Association and was a managerial associate at Columbia Artists Management where she was involved in touring a wide variety of internationally renowned soloists and ensembles. In addition to her full-time teaching load at Purchase, Ms. Guralnik is personal representative for classical pianist Frederic Chiu and serves on the board of Vanaver Caravan, a touring professional dance and music ensemble based in the Hudson Valley.

Raising the Money | March 8, 2016

Learn about fiscal planning and funding sources for events, tours, and institutional sustainability. Emphasis will be placed on developing realistic and “stress-free” budgets as well as diversifying earned and contributed income. Additional topics will include: developing new revenue streams (maximizing assets), getting grants, crowd-sourced funding, and creative cost-cutting. To make a more engaging seminar, participants are encouraged to provide specifics about their own organizations and experiences and interact with each other and the instructor. Some session time will also be devoted to simple budget and strategic funding planning exercises. *Entrance survey requested.

Instructor: Harmon Greenblatt has been Director of the Arts Administration Program at the University of New Orleans since 2005. His full-time teaching positions include Columbia College Chicago and the University of Hartford. Prior to his current position he also directed arts councils in Evanston and Decatur, Illinois and has been a producer, presenter, and manager in Illinois, New Jersey, and California.

Robert Baird is President of BAM! Baird Artists Management in Toronto, and a past President of NAPAMA (North American Performing Arts Managers and Agents). He is a member of the governance committee of the board of APAP (Association of Performing Arts Presenters), NAPAMA liaison to APAP and APAP Showcase producer Liaison. He is a member of the Board of Directors of Festivals and Events Ontario (FEO) where he serves as Vice-President. Mr. Baird is also Chair of TAN (Team Agent Network). Robert has had a long and distinguished career in the arts, publishing, education and artist management and is known internationally for his creative marketing ideas and skill at promotion and his expertise in cross-border touring. BAM! Baird Artists Management has a steadily-growing distinguished roster of artists and Robert is overseeing the artistic careers of both emerging and established artists in Canada, the United States, and around the world.

Finale | May 10, 2016

The final session of the CPAE course will present an overview of the industry, including an in-depth look at the agent-presenter relationship and the many ways in which it can be fostered, further professional development suggestions, dealing with ethical situations, an intimate examination of the daily life of an agent or presenter, and, finally, a consideration of what the future holds for the industry.

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For more information, visit: http://cpae.uno.edu