



THE UNIVERSITY of
NEW ORLEANS

ARTS ADMINISTRATION PROGRAM

in association with

North American Performing Arts Managers and Agents

and

Arts Northwest

present the

2016-2017 Certified Performing Arts Executive Program

for Presenters, Agents and Artists' Managers

What is CPAE?

- The Certified Performing Arts Executive Program is a series of online intensive professional level classes on core issues addressed by U.S. presenters of performing arts and by agents and managers representing touring artists.
- The Program designers are drawn from industry leaders among agents and managers, presenters, and academia to provide a balanced and up-to-date curriculum.
- The Program teachers are drawn from the top of the industry: practicing professionals responsible for touring and presenting performing arts in small and large communities throughout the U.S. and Canada.
- The Program reflects current trends, best practices, and an opportunity to learn first hand the practical realities faced on a daily basis by professionals in the field.
- Topics covered in the 8 intensive 3-hour sessions include legal issues, negotiation, funding, marketing, strategic planning and curating.
- The Program balances and examines both sides of the "seller/buyer" equation to heighten success and build win-win relationships.
- The classes, while structured, leave room for discussion of the individual interests of the participants.

Who will benefit from the CPAE experience?

- Early or mid-career professionals seeking knowledge and certification to advance in their career paths.
- Professionals in the field seeking a deeper understanding of the "other side" of engagement booking to increase their effectiveness and achieve greater success.
- Staff members at presenting institutions interested in moving to the agent/artist management side, and vice versa.
- Artists seeking a greater understanding of the business environment in which their work is presented to gain additional management control of their careers.
- Volunteers at performing arts centers seeking to qualify for employment.
- Professionals in other fields seeking to join the exciting world of performing arts representation and presenting.
- Arts managers from other countries who want to deepen their understanding of North American policies and practice.

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

Next steps! | How it works...

Details of the 2016-2017 Program

All sessions are in English and scheduled Tuesdays, 6:00-9:00pm U.S. Central Time

Overview of Performing Arts Presenting

October 18, 2016 | *Presented by Darrel Kau*

Arts and the Law

November 15, 2016 | *Presented by Brian Taylor Goldstein*

Marketing: Social Networking

December 13, 2016 | *Presented by Richard Read*

Planning for Success: Profit and Not for Profit

January 10, 2017 | *Presented by Michael Wilkerson*

Artful Negotiating 101

February 14, 2017 | *Presented by Andrew Maxfield*

Raising the Money

March 14, 2017 | *Presented by Dawn Gibson-Brehon*

Curating a Series: Building a Roster

April 11, 2017 | *Presented by Elaine Lipcan
& Kendra Whitlock Ingram*

Finale

May 9, 2017 | *Presented by Harmon Greenblatt & Robert Baird*

Costs

- Tuition for the full 8-class course is \$2,500
- Purchased individually, each class is \$300 with an additional \$50 registration fee and \$50 certification fee.
- Scholarship rebates are offered for current and new members of NAPAMA or Arts Northwest. For information, contact:

Susan Endrizzi Morris
sue@calartists.com or (707) 937-4787

Enrollment

- Visit <http://cpae.uno.edu>, or...
- Call Donna Burroughs, UNO Business Manager: **(504) 280-7204**, or...
- Email noncredit@uno.edu or cpae@uno.edu
 - Enrollment is either on a class-by-class basis or for the full course.
 - Enrollment is open any time during the year and students have up to 2 years to complete the 8 sessions.
 - A Certificate is awarded upon completion of all 8 sessions.
 - For missed classes, most are available for online viewing after the class date.

For more information about the Certified Performing Arts Executive Program (CPAE)...

Please fill out, detach and send to: **Arts Administration Program, University of New Orleans, 2000 Lakeshore Drive, New Orleans, LA 70148**

Organization

Name

Address

City

State

Zip Code

Telephone

Email Address