



“European Creative Futures” seminar: Education for Music entrepreneurship.

Thursday 25 - Friday 26 January 2018

Program

Day 1

9-12 **Overview: Concepts, terms, models, experiences**

About Interdisciplinary - Teamwork

1. Entrepreneurship as a general concept

Breda Kenny and Gerard ODonovan:

What is entrepreneurship in general

Why does it matter?

Experiences from CIT (HINCKS - centre) and ECF (survey – result)

2. The musician`s context for entrepreneurship

Roderick Udo: Building viable business in the cultural sector

Being open to marketing and branding – personal brand

Small enterprises, financing

3. Andreas Sønning: Concert dramaturgy as tools for entrepreneurship

Methods, models and experiences.

12.00 -13.00 Lunch

13.00 – 14.30 **Gerald Klickstein:** “Design Thinking for Audience Development” Lecture and workshop

14.30 Break coffee

14.45 – 15.15. **Andreas Ljones:** 15 years after - from soloist diploma candidate to a musical entrepreneur

15.15 - 17.00 **Interactive workshop**

Part 1 – exploration of ideas

Task: Suggest cases showing actual professional skill set needed in musical entrepreneurship.

Introduction. Gerard and Breda, other ECF lecturers participating.

Groups: To be divided in advance

Brief feedback from the groups after Interactive Workshop Part 1

Break: A quick visit to the hotels.

19.00 Dinner and edutainment, at Levinsalen, Norwegian Academy of Music

Including:

Causerie by Nick Long: Visual identity and communication in the music industries

Integrated concert performances

Day 2

9 -10.30 **Case presentations:**

Bob Burke, Introduction

Randi Eidsaa; Implementing Concert dramaturgy and entrepreneurship in higher music education / Epona: -Arena for multidisciplinary artistic development

Frank Havrøy: Nordic Voices – Building a sustainable international career for an independent vocal ensemble

Karette Annie Stensæth: Innovation and entrepreneurial mindset for Music and Health

Ca 10.30 Coffee break

11.00 -12.15 **Framework for value chains across sectors of society**

4 X ca 15 minutes

Gerald Klickstein: Change of structure for cultural value chains in the USA –
- The future of the symphony orchestras.

Kathrine Synnes Finnskog, Director/ **Margit Klingen Daams**, Senior Advisor Music Norway/ **Anita Krohn Traaseth**, director Innovation Norway, joint presentation.

Strategies for supporting Musical entrepreneurship, about promotion and export

Jørgen Langdalen (NTNU): The Effects of Entrepreneurship Programs in Higher Music Education: the Trondheim Model

Jon Helge Sætre: Entrepreneurship in higher music education

12.15 -13.15 Breda, Gerard and Gerald

Interactive workshop - part two – implementation of ideas

How to implement entrepreneurial teaching in the curriculum?

Developing action plans to embed entrepreneurship education within music curriculum

13.15 -14.15 Lunch

14.15 –

Work sheets to be produced – to be sent to the FB page for the seminar

Brief feedback from the groups after Interactive Workshop Part 2

Panel discussion

16.00 – Jon Helge Sætre and Andreas Sønning: Summing up.

Panel discussion