

BREAKTHROUGH SKILLS FOR THE MODERN DAY ARTIST CAREER PLANING SEMINAR 2010 DETAILED SCHEDULE

Time	Event	Presenter
9:15-9:45 AM	Registration, Morning Munchies, Meet-n-Greet	
9:50 AM	Welcome	Chris Johnson, KUHF
10:00-10:30 AM	Join The Conversation: How Artists Can Engage Audiences Though Social Media	Monica Danna Cosmopolitan
10:30 - 10:55 AM	Mainstream Media Strategies and Timelines	K.C. Scharnberg Spacetaker
11:00-11:30 AM	Individual Artist Funding Strategies	Jenni Rebecca Stephenson Spacetaker
11:30-12:15 PM	Commissions and Grant Writing	Michael Remson American Festival for the Arts
12:15 - 1:00 PM	Lunch, pre-registration and payment for boxed meals are required	N/A
1:00 - 1:30 PM	Keynote Address: The State of the Arts and the Role of the Modern-Day Artist	*Aurelie Desmarais, Houston Symphony
1:40 PM - 2:30 PM	Creating a Fulfilling & Marketable Artistic Package	Jade Simmons Impulse Founder
2:30-3:00 PM	<i>Brand that Artist!</i> Hands-on Activity	
3:10-4:00 PM	Copyright and Licensing	Al Staehely, Jr. Music Lawyer
4:10-5:00 PM	Managing the Modern-Day Concert Artist	Maria Guralnik SUNY Arts Management
5:00 PM	Dismissal	