

European Creative Futures' seminar: "Education for Music entrepreneurship"

Thursday 25 - Friday 26 January 2018
Program

Day 1 - Thursday 25 January		
0830-0900	Registration / Coffea & tea	<i>Foyer</i>
0900-1200	<p>Welcome by NMH/CEMPE Peter Tornquist, Principal NMH Jon Helge Sætre, Director CEMPE Andreas Sønning, NMH</p> <p>Overview: Concepts, terms, models, experiences About Interdisciplinary – Teamwork</p> <p>1. Entrepreneurship as a general concept Breda Kenny and Gerard O'Donovan: What is entrepreneurship in general Why does it matter? Experiences from CIT (HINCKS - centre) and ECF (survey – result)</p> <p>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.</p> <p>3. Andreas Sønning: Concert dramaturgy as tools for entrepreneurship - Methods, models and experiences.</p>	<i>Levinsalen</i>
1200-1300	LUNCH	<i>Room 139</i>
1300-1430	Gerald Klickstein: "Design Thinking for Audience Development" Lecture and workshop	<i>Levinsalen</i>
1430-1445	Short break – Coffee/tea	<i>Levinsalen</i>
1445-1515	Andreas Ljones: 15 years after - from soloist diploma candidate to a musical entrepreneur	<i>Levinsalen</i>
1515-1700	<p>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</p>	<i>Levinsalen (+ 139)</i>
1700-1900	Break: A quick visit to the hotels.	

1900-2030	DINNER	<i>Room 139</i>
2030 -	<p>Edutainment Causerie by Nick Long: Visual identity and communication in the music industries. Integrated concert performances. Performers: Bjarne Magnus Jensen, violin, Eirik Johan Grøtvedt tenor, Dragos Cantea, piano. Piano trio: Eirik Haug Stømner, Stefani Feldman, clarinet and Mirjam Kammler, cello.</p>	<i>Levinsalen</i>
Day 2 – Friday 26 January		
0900-1030	<p>Case presentations Introduction Bob Burke</p> <p>Randi Eidsaa: Implementing Concert dramaturgy and entrepreneurship in higher music education / Epona: -Arena for multidisciplinary artistic development.</p> <p>Frank Havrøy: Nordic Voices – Building a sustainable international career for an independent vocal ensemble.</p> <p>Karete Annie Stensæth: Innovation and entrepreneurial mindset for Music and Health Care.</p>	<i>Levinsalen</i>
1030-1100	Break – Coffea/tea	<i>Levinsalen</i>
1100-1215	<p>Framework for value chains across sectors of society 4 x ca 15 minutes</p> <p>Gerald Klickstein: Change of structure for cultural value chains in the USA – The future of the symphony orchestras. Kathrine Synnes Finnskog (Director Music Norway) & Margit Kligen Daams (Senior Advisor Innovation Norway): 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</p>	
1215-1315	<p>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 Work sheets to be produced – to be sent to the FB page for the seminar</p>	<i>Levinsalen (+ 207, 208, 209)</i>
1315-1415	LUNCH	<i>Room 139</i>
1415-1600	<p>Brief feedback from the groups after Interactive Workshop Part 2 Panel discussion</p>	<i>Levinsalen</i>
1600-1645	Jon Helge Sætre and Andreas Sønning: Summing up.	<i>Levinsalen</i>