



Arts & Entertainment Administration Workshop



Co-hosted by the
Valparaiso University Graduate School and
the Indiana Arts Commission

August 10, 2012

Valparaiso University
Christopher Center for Library and Information Resources

<u>SCHEDULE</u>	<u>DESCRIPTION</u>
8:00 – 8:25	Check-in with coffee, tea and water provided
8:25 – 8:30	Introductions by Graduate School Dean, David Rowland
8:30 – 8:45	Welcome by Valparaiso University President, Mark Heckler
8:45 – 9:00	Opening remarks
9:00 – 10:00	Todd Wetzel, Director of Purdue Convocations
	Part One: Industry Structure
10:00 – 10:15	Break
10:15 – 12:00	Todd Wetzel, Director of Purdue Convocations
	Part Two: Blending Artistic and Financial Planning; Industry Trends
12:00 – 1:00	LUNCH provided on site (optional campus tours available)
1:00 – 3:00	Charlie Blum, President/CEO and Talent Buyer at Star Plaza Theatre, Merrillville
	Trends in Marketing and Promotion
3:00 – 3:15	Break
3:15 – 4:00	Yong Wang, Shanghai Conservatory of Music
4:00 – 4:15	Presentation of Certificates
4:15 – 4:30	Closing remarks

Valparaiso University Graduate School

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