

ARTS MANAGEMENT NEWSLETTER

Monthly information service by Arts Management Network
ISSN 1610-238X | Issue No. 59 - June 2006

EDITORIAL

Dear readers,

welcome to our latest issue of our newsletter. It is one of our richest issues ever posted to you. In the News & Background chapter you will find several exciting stories about arts marketing. Our colleagues from the outstanding marketing resource Fuel4arts.com we wish all the best with their relaunched websites.

The book chapter contains three recommendations, which might be interesting for you. Don't hesitate to check our bookstore online with 385 publications right now. If you are an author of an arts management related book, we would be glad to add your book in our database, too. With the help of our new team member Maxine Wu from Taiwan, we could add 13 publications in Chinese language. For 2007 an own Chinese online area at our website is even planned. At November 1st, 2006, we are going to relaunch our English website with a totally new design and new functions. The relaunch of the German website will be already take place at September 1st.

In the conference chapter we've chosen a selection of upcoming museum and heritage events as well as several Call for Papers.

Now we hope you enjoy the newsletter.

Sincerely

Dirk Heinze and Dirk Schutz



CONTENT OVERVIEW

1. Trends: Boost your Performance
2. Trends: Relationship Marketing in the Subsidised Arts
3. Background: The Artsopolis Marketing Partnership (AMP)
4. Portrait: The Cultural Policy Education Group (CPEG)
5. Development: ORDE and ORDER. Which One is Powerful?
6. Relaunch: Fuel4Arts.com
7. Book: Art Marketing 101
8. Book: Shaping Culture, Art and Entertainment Management
9. Book: Entertainment Law
10. Magazine: International Arts Manager
11. Magazine: International Journal of Cultural Policy
12. Education: Masters Degree Program in Arts Management at MUCA, Mongolia
13. Course: Centre for Professional Training in Culture, Bucharest (Romania)
14. Grants: Support for arts managers with projects in the U.S.
15. Call for Papers: 9th Int. Conference on Arts and Cultural Management
16. Call for Papers: Asian Academy for Heritage Management
17. Call for Papers: Creativity and Innovation in Business and Arts
18. Preview: The Global Challenge of Art Museums
19. Preview: 6th European Museum Advisors' Conference
20. Preview: Heritage Impact 2006
21. Preview: 6th International Conference Communicating the Museum
22. Preview: ACEI Conference on Cultural Economics

WEBSITE QUICK FINDER

- [Articles by Categories](#)
- [Articles by Topics](#)
- [Articles Archive](#)
- [Conference Calendar](#)
- [Education Directory](#)
- [Books Directory](#)
- [Web Directory](#)

NEWS & BACKGROUND

Trends: Boost your performance

Audiences are vital to any arts organization, but how to write an efficient marketing project to arrest the existing and new audiences' attention in a limited budget? And do you know how to make sure that your plan is "SMART"?

It is a practical guide which is published by the Scottish Arts Council in order to help arts marketers invest time and resources to maximum effect.

Download: http://www.hi-arts.co.uk/ART-boost_sac_marketing_planning_guide2.pdf

Trends: Relationship Marketing in the Subsidised Arts

Marketing of arts is to try to motivate people attending activities. However, many arts organizations or artists just put their attentions on "Audiences' Purchasing Behavior". But if they do not build up their long-term relationship with audiences, how do they access the existing group?

Furthermore, "relationship" is not only between buyers and seller, but also with the partners of supplier, lateral, buyer and even internal.

Download: http://neumann.hec.ca/aimac2005/PDF_Text/ConwayT_WhitelockJ.pdf

Background: The Artsopolis Marketing Partnership (AMP)



The Artsopolis Marketing Partnership (AMP) is working to support and enhance the marketing and audience development activities of Arts & Cultural organizations in Silicon Valley. AMP strives to strengthen the marketing capabilities of these regional organizations with collaborative marketing efforts and by leveraging resources through partnerships with other agencies, funders, and businesses.

With funding from The John S. and James L. Knight Foundation, The William and Flora Hewlett Foundation, The David and Lucile Packard Foundation, and the San José Office of Cultural Affairs, the marketing partnership was initiated in July 2001. The program was created to implement a vision of collaborative Arts marketing for the Silicon Valley region, developed under a 2000 planning grant funded by the John S. & James L. Knight Foundation.

It was determined through research and focus groups that the greatest demand for AMP's services would be to help promote these organizations' current events. The overwhelming consensus was that AMP's initial efforts should be focused around an events-calendar Web site – the one project originally deemed the most difficult.

Artsopolis.com made its formal debut on August 7, 2003 and has been followed by a number of other marketing efforts for the arts community. With over 1 million visitors to the website last year alone, AMP is now looked to as the go-to organization for the majority of the region's Arts Marketing efforts.

The Artsopolis Network is comprised of several cities/regions that have recognized the validity of the Artsopolis.com software and chosen to license this technology from AMP rather than try to reinvent the wheel. These licensing agreements provide AMP with a modest earned revenue stream.

Related links:

<http://www.artsopolis.com>

<http://www.artscouncil.org/artsopolis/artsopolisnetwork.asp>

Portrait: The Cultural Policy Education Group (CPEG)

The Cultural Policy Education Group (CPEG) is an initiative of the European Cultural Foundation which addresses universities, lecturers, students, scholars, and cultural operators dealing with cultural policy issues and professional education.

The initiative is based on the recognition of a growing demand to provide students and professionals in the cultural field with theoretical and practical knowledge on contemporary issues of cultural policy and to develop education frameworks corresponding to this need.

CPEG intends to provide an expert platform which tackles all aspects of this young and emerging academic discipline, especially in Eastern Europe and some of its neighbouring regions. Its activities are geared to the development and discussion of cultural policy education and shall promote and enhance academic training opportunities on this subject.

Details: <http://www.policiesforculture.org/cpeg>

Development: ORDE and ORDER. Which One is Powerful?

The exhibition entitled "Orde and Order" was held by Cemeti Art Foundation (CAF) from May 5 until June 5, 2006 at Kedai Kebun Forum (KKF), Yogyakarta. It attempted to show data, archives, visual and audio visual material on ideological arena by the rulers (either the government or capital holders) in Indonesia, the relationship between artists and the rulers, the model of relation among artists, public, and the rulers entirely using art as the media. The media used and socialized could be very massive and –whether we realized it or not– had affected personal areas from each of us.

The model of power consolidation, the formation of nation-state identity, the economy development, and the social political relation are all the models of layers systematically repeated in every Indonesian government and each grows varied expressions including one in the form of cultural products. How does the power work and present in the art works or cultural institutions from time to time? How is the operation of power conflicted with the personal values of artists? How do the artists consume the power and manifest it in their art works consumed by public? How do these people make an interpretation on the political ideology of changing policy?

Read more: <http://www.artsmanagement.net>

Advertising

Arts Management Network is your media for advertising which address' arts managers around the world directly. Promote your seminars, services and products with our online platform. We offer interesting opportunities and prices for both the online portal and the newsletter.

More: <http://advertising.artsmanagement.net>

Relaunch: Fuel4Arts.com

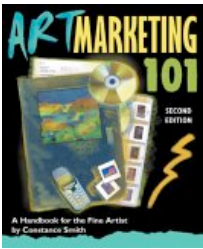
The website which is used by a worldwide community of arts managers, has been radically refurbished brimming with tools and ideas tailored to the needs of busy arts professionals.

Amazingly, membership of Fuel4arts.com is still free - including unrestricted access to the global knowledge base of arts marketing resources.

More information: <http://www.fuel4arts.com>

BOOKS

Book: Art Marketing 101 (2nd edition)



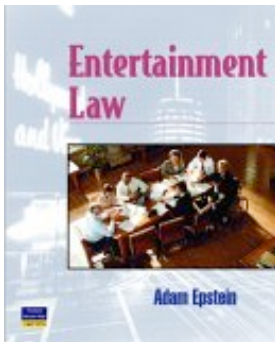
This user-friendly and up-to-date handbook takes new and professional artists through the basics of creating a successful business. Artists will learn how to couple their creativity with clever business sense to establish a lucrative art career. An at-a-glance layout makes information easily accessible and encourages artists to make notes, fill in the blanks, and use checklists, featuring: New to this edition: Internet marketing advice; Innovative marketing ideas for the new millennium; A resource section in the back of the book; In addition to these effective offerings: Alternative avenues for selling art; Tricks to succeeding without a rep; How to build positive name recognition through marketing and publicity tactics; Sound advice on legal issues, such as licensing, copyrights and contracts; Guidelines for preparing a marketing and business plan; What's more, readers will find dozens of helpful tips, contact information, forms and research data to help them further their careers.

Author: Constance Smith

Paperback: 338 pages, Publisher: ArtNetwork Press; 2nd Rev edition (August 1, 2004)

Details and Order: <http://www.artsmanagement.net/Books-id-603.html>

Book: Entertainment Law



Introducing a historical perspective in the music, radio, television, and motion picture industries, this book contains interrelated chapters that clearly and concisely expose readers to various legal issues among the segments of the entertainment industry. It shows that an appreciation of the extremely creative individuals that comprise the industry will be helpful if you choose entertainment law as a career. After a short overview of the American legal system, this book covers agents and managers, entertainment contracts, constitutional issues, administrative regulation, antitrust regulation, intellectual property issues, live performance issues, music and music publishing issues, and legal issues in television

and motion pictures. An excellent reference and informational book for anyone involved in sports and/or entertainment law, including paralegals, legal assistants, and talent managers.

Table of Content

Introduction to the American Legal System.

Agents and Managers.

Entertainment Contracts.

Constitutional Issues in Entertainment Law.

Administrative Regulation in Broadcast Entertainment.

Antitrust Regulation in Entertainment Law.

Intellectual Property Issues in Entertainment Law.

Legal Issues in Live Performances.

Legal Issues in Music and Music Publishing.

Legal Issues in Television.

Legal Issues in Motion Pictures

Author : Adam Epstein, Hardcover 320 pages (May 23, 2005)

Publisher: Prentice Hall, ISBN: 1903991404

Details and Order: <http://www.artsmanagement.net/Books-id-660.html>

Book: Shaping Culture, Art and Entertainment Management



Culture has changed from a focus on the high arts to an understanding of the creative industries. This book fills a gap in the market, which is crying out for relevant, easy to read material, that is nonetheless based on an understanding of culture and leisure and its importance as the 'third place' in society.

Author: Ruth Rentschler
Paperback, 205 pages, December 1998 (English edition)
Paperback, 318 pages, December 2003 (Chinese edition)
Publisher: University of New South Wales Press,
Five Senses (Chinese edition)

English edition: <http://www.artsmanagement.net/Books-id-665.html>

Chinese edition: <http://www.artsmanagement.net/Books-id-654.html>

MAGAZINE DIGEST

International Arts Manager

June 2006

In the June issue of International Arts Manager magazine we profile Joseph Polisi who, after a spectacular 22 years at the helm of New York's Juilliard School, is still passionate about the school's future. Alongside the regular sections, we feature in-depth reports on the performing arts businesses in Atlanta and Hong Kong. In addition, our journalists investigate how to create good websites, write successful briefs for venues and establish a chamber music festival.

Details: <http://www.api.co.uk/aboutiam.htm>

International Journal of Cultural Policy

Volume 12, Number 1/March 2006

- Notes from a French perspective, by Jeremy Ahearne
- Cultural governance and creative industries in Singapore, by Audrey Yue
- A PART TO PLAY?: The academic contribution to the development of cultural policy in England, by Sara Selwood
- AUDIENCE DEVELOPMENT AND SOCIAL INCLUSION IN BRITAIN: Tensions, contradictions and paradoxes in policy and their implications for cultural management, by Nobuko Kawashima
- A STRATEGIC LOGIC FOR ARTS MARKETING: Integrating customer value and artistic objectives, by Miranda Boorsma
- A study of social-market interventions in the shaping of the field of cultural production, by Jonothan Neelands, Viv Freakley, Geoff Lindsay

Details: <http://www.journalonline.tandf.co.uk/link.asp?id=m12223325255>

EDUCATION & CAREER

Course: Masters Degree Program in Arts Management at MUCA, Mongolia

ACM worked with the Mongolian University of Arts and Culture, (MUCA) to implement a Masters Degree Program in Arts Management - the first one in the country. This process included establishing and implementing an Information Resource Center on arts management, developing and distributing information resources, developing a Mongolia-relevant curriculum with 41 classes in the syllabus, and institutionalizing the Masters Program. In addition, two books were translated into Mongolian and are used in the classroom: from Russian, a compilation of articles entitled "Marketing the Arts"; and from English, "Art Management Entrepreneurial Style," by G.E. Hagoort.

MUCA launched its Arts Management Program in October 2003 with 12 MA students and the first 8 MA students have successfully graduated in March, 2005. The next MA degree class in Arts Management started in September 2005 and a new class of Bachelor of arts in Arts Management has started in December, 2005.

Details: http://www.artscouncil.mn/education_program5.html

Course: Centre for Professional Training in Culture, Bucharest (Romania)

With over 40 years of experience, the Centre for Professional Training in Culture aims to sustain the development of cultural institutions and organizations from Romania and to provide them tools necessary to an efficient management.

Based on the evolutions and the trends in cultural field, we develop programmes for professional training, services for consultancy in management and organizational development, conferences, workshops, forums and more.

Beneficiaries of our programmes and courses are employees of public or private cultural institutions and individuals interested to develop a career in the cultural field.

The program covers subjects like Museology (general museology, educational programmes for museums, librarian studies), information and management, public relations for libraries, heritage restoration and preservation, and project management. The duration is various, according to the course profile, from 3-4 weeks to 3 years full-cycle.

Details: <http://www.cppc.ro>

Grants: Support for arts managers with projects in the U.S.

Independent Projects awards support artists and arts managers from Central/Eastern Europe, Russia and Eurasia who plan to undertake projects in the United States.

Applicants must have a letter of invitation from a U.S. non-profit organization in order to apply for an Independent Projects award. If you do not have a letter of invitation, please consider the Residencies program.

Eligible Countries: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Mongolia, Poland, Romania, Russia, Serbia and Montenegro, Slovak Republic, Slovenia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.

Application Deadline: November 6, 2006

More information: <http://www.cecartslink.org>

CONFERENCES

Call for Papers: 9th Internat. Conference on Arts and Cultural Management

The organisers of the 9th International Conference on Arts and Cultural Management (AIMAC 2007), to be held in Valencia, Spain, 8-11 July 2007 invite the submission of papers on any aspect of arts and cultural management to be considered for inclusion in the conference. This scientific conference will address various sectors of the arts and cultural industries (performing arts and festivals, heritage, museums and visual arts, film production and distribution, book publishing, recording, broadcasting, audio-visual media and multimedia).

Papers are welcome on all management approaches, including: marketing, strategic planning, marketing research, human resources, organizational behaviour, accounting and finance, production, or information systems.

The Conference will include, among others, the following topics:

- marketing and the arts
- consumption of cultural products
- arts and cultural management
- interaction between Internet and culture
- audience research
- cultural human resources management
- arts financial issues
- arts and business relations
- cultural production and programming

All those wishing to present a paper at the conference must submit an abstract of 750-1,500 words. Abstracts may be submitted in English or French and must include: research objective or questions, research methodology and theoretical perspectives and main findings and conclusions. Deadline for abstracts is 15 October 2006. Authors will be informed of acceptance by early 2007. Final papers must be submitted by 1 April 2007.

For more information: <http://www.adeit.uv.es/aimac2007/>

Call for Papers: Asian Academy for Heritage Management

In order to discuss the future development of the network and to elect an Asian Academy Steering Committee consisting of representatives from the institutional members, an AAHM Strategy Meeting has been scheduled for October 2006. Further items on the agenda are the assessment of the outcomes from the activities of the working groups and the reconsideration of the network's structure.

Following the Strategy Meeting, a two-day research conference shall be held in order to foster the exchange of knowledge among the members of the Asian Academy. Heritage management in the Asia-Pacific region faces numerous challenges and therefore offers many research opportunities.

"Asian Approaches to Conservation" is proposed as the overall theme of the conference. The sub-themes include the following:

1. Application of Legal and Policy Frameworks for Conservation
2. Innovative Technologies in Conservation
3. Linking Indigenous Knowledge and Heritage Management

For more information: <http://www.unescobkk.org/index.php?id=836>

Call for Papers: Creativity and Innovation in Business and Arts

Hong Kong (China), June 6-9, 2007

Creativity and innovation across a range of disciplines and functions continue to serve as catalyst for entrepreneurship and socio-economic change. Advances in education, information and communication technologies, and developments in creative and cultural industries have accelerated the introduction of new products, processes and solutions to meet the market demands of diverse communities. To explore the global imperatives of innovation and leadership and the role of the arts in business development, the 10th international conference invites empirical and theoretical research, case studies and proposals for sessions under a range of sub-themes.

One panel is dedicated to the issue of Creativity & Innovation in Arts and Design: Global Business Imperatives

- Human Resources in Arts and Culture for Business Development
- Managing Arts and Media in a Global Environment
- Creativity and Art in Product Design, Packaging, Corporate Identity, and Communication
- Establishing and partnering with Creative Research Centers and Schools of Art and Design
- Business Implications for Digitalization and Virtual Worlds in Arts and Design

Download: <http://www.artsmanagement.net/downloads/cfp-hongkong2007.doc>

Preview: The Global Challenge of Art Museums

Karlsruhe (Germany), June 24, 2006

In a globalized world, today's cultural practice presents a challenge in many places, which also increasingly generates local conflicts. The postcolonial era confronts art museums with a change in art practice that had previously emerged only at biennials. In the meantime, this development has reached public museums including institutions focusing on contemporary art. Beyond the West, they are faced with the problem that in cultures, in which contemporary art has not yet solidly taken root, these museums nationalize. Whereas for artists, migration issues are at the forefront, for museums, the issue relevant for art's future is that of location. At the ZKM conference, anthropologists, curators, and theorists will search together for solutions that reach beyond the radius of the art market and the normal Western exhibition scene. In doing so, attention will be dedicated to political issues that seem neutralized in common discourse. Many museums throughout the world are dependent on a new audience, which must first develop a concept of art. Art's future in the twenty-first century will be decided in places that are not yet a part of universal awareness. Cooperation between representatives of various cultures and different competences is thereby that much more important to prepare this new cartography of cultures.

Details: [http://on1.zkm.de/zkm/stories/storyReader\\$5122](http://on1.zkm.de/zkm/stories/storyReader$5122)

Preview: 6th European Museum Advisors' Conference

Budapest (Hungary), June 24-28, 2006

The Pulszky Society – Hungarian Museum Association and the Foundation for Museums and Visitors with the support of the Hungarian Ministry for Cultural Heritage organizes the VI EMAC in Budapest between June 24-28, 2006.

The conference addresses all the European professionals working within museum support organisations – ministries, cultural departments, cultural associations, training centres, foundations, etc. – as well as independent advisors, and sets itself as an occasion for exchange on issues of common interest.

In previous years, EMAC has been held in Great Britain (1992), Germany (1993), The Netherlands (1996), Italy (1999), and Belgium (2001) each time being organised by the hosting country and with the participation of approximately one hundred delegates each year.

EMAC is an informal network gathering individuals and institutions dealing with museums, but doesn't have statutory or coordinating bodies, an office or specific sources of funding; therefore, the conference originates from the desire to give continuity to the process of mutual knowledge and exchange begun in former years and from the willingness of the two Hungarian non-profit organizations that took the organisational tasks upon themselves.

The conference is therefore open to all those who are interested in the issues under discussion and want to communicate with colleagues from other countries, also to find out more about museum advisory organisations all over Europe.

Details: http://www.mlalapitvany.hu/mla021726.html_blank

-Advert-

ICCPR 2006: Vienna, 12-16 July
4th International Conference on Cultural Policy Research

iccpr 2006 aims to provide an outlet for interdisciplinary and international exploration of the concepts, function and impact of cultural policies. It intends to reflect a broad view of cultural policy encompassing culture as a "way of life" as well as, in the narrower sense, culture of the arts and cultural industries. It will be concerned with both, the policies of decision makers, of administration and institutions as well as the wider discourses related to the general conditions of culture.

<http://www.iccpr2006.com>

Preview: Heritage Impact 2006

Brighton (UK), June 29-30, 2006

Understanding impact and driving change

Organised by the European Commission's EPOCH Network of Excellence and the University of Brighton Business School, Heritage Impact 2006 will bring together speakers from across Europe to consider the impact of heritage sites on society and the economy. Heritage Impact 2006 will provide an opportunity for key stakeholders – practitioners, policy makers and academics – to share the latest thinking on the direction of research and on strategies for improving and evaluating impact in the cultural heritage sector. Finally Heritage Impact 2006 will address how heritage sites can drive change for the future.

Heritage Impact 2006 will explore the processes that influence impact at heritage sites. Assessing the value of cultural heritage and determining its impact on society and the economy is crucial for the future of the heritage sector. Measuring impact is the first step in a wider process. As the heritage community begins to understand the processes that influence impact, the sector will be in a better position to influence positive future outcomes. Furthermore, if the heritage community can provide evidence of why certain strategies are successful, this information can be put to direct use by heritage sites to exploit their assets most effectively and influence decisions at a policy level.

Details: <http://www.heritageimpact.org>

Preview: 6th International Conference Communicating the Museum

Building Partnerships. How to enlarge audiences

Rotterdam (Netherlands), July 5-7, 2006

Communicating the Museum: the leading international conference for museums and cultural professionals who want to discuss the most current issues relating to communications for museums. Key note speakers, debates and round table discussions will be used to get to the heart of the issue of Building Partnerships: How to enlarge audiences.

"A unique opportunity to plug into an international network of museum professionals who share the same challenges...A great opportunity to share experiences and to discuss new ideas. A chance to reflect on the past and to plan for the future."

Damien Whitmore, Director of Public Programmes, Victoria and Albert Museum

"AGENDA'S annual conference brings together communication professionals from around the world. The international networking opportunities are unrivalled and the conference provides an opportunity for serious debate and discussion about issues in the arts which affect us all"

Nigel Semmens, Head of Communications, The National Gallery

Who will attend: 250 people from the international world of communications and culture.

- Directors of Public Affairs
- Heads of Press and Marketing
- Art Consultants
- Creative Directors
- Curators
- Media Partners
- Specialised Tour Operators
- Ticketing Agencies
- Journalists

2005's conference saw delegates from almost 20 different countries.

Details: <http://www.agendacom.com/conference/>

Preview: ACEI Conference on Cultural Economics

Vienna, July 6-9, 2006

The Association for Cultural Economics International (ACEI) is a scientific society that includes academic scholars, government officials, foundation officers, managers of arts and cultural organizations and artists, and others with an interest in furthering understanding of the economic aspects of the arts and culture in their own countries and throughout the world. It holds international research conferences every two years, sponsors small conferences, workshops and sessions concerned with cultural economics at meetings of other scientific societies. It also sponsors the Journal of Cultural Economics, the and other publications. This year the ACEI is holding its 14th biennial conference in Vienna, Austria hosted by FOKUS, the Austrian society for the politics and economics of the arts, who are also organising the STP&A conference, with which ACEI is collaborating on this occasion. Ruth Towse, Professor of Economics of Creative Industries at Erasmus University Rotterdam and President-Elect of the ACEI is the programme organiser.

The Keynote speaker is Professor Richard Swedburg, a Swedish professor of Economic Sociology who teaches at Cornell University in the USA, who is an expert on entrepreneurship and the work and legacy of Schumpeter. There are two panel discussions led by prominent ACEI members. Françoise Benhamou and David Throsby, with experts from the world of Film Festivals and Creative Industries. There are also speakers from 3 international organisations – UNESCO, OECD, WIPO as well as the contributed papers sessions, which represent the core activity of the conference: from an offering of nearly 300 papers, 125 papers have been selected with participants 36 countries (18 European countries, 7 in the Americas, 2 in Africa, 7 in Asia and Australia). So, the ACEI can truly claim to be international and the 14th Biennial conference programme shows how cultural economics evolves as a discipline and also keeps up with economic and cultural policy issues.

Related links: <http://www.fokus.ac.at>
<http://www.acei.neu.edu>
http://www.artsmanagement.net/Books-view_subcat-11.html
<http://www.culturaleconomics.atfreeweb.com>

CALENDAR

A complete overview to all upcoming conferences you find here:
<http://www.artsmanagement.net/Calendar-month.html>

IMPRINT

The Newsletter is for free. It has currently 3527 subscribers worldwide.

Editors:

Arts Management Network

Dirk Schutz & Dirk Heinze

Paul-Schneider-Str. 17, D-99423 Weimar, Germany

Phone/Telefax: +49 (0) 3643 801765

Email: info@artsmanagement.net | Internet: <http://www.artsmanagement.net>