

Arts & Entertainment Administration Workshop

August 10-12, 2012 8:30 am - 4:30 pm

Valparaiso University Christopher Center for Library & Information Resources, Community Room

Hosted by the Valparaiso University Graduate School

This workshop features instruction from experts in the field and a daily lunch with networking opportunities with international professionals who will participate in the workshop.

Instructors:

Marshall Rousseau, Former Executive Director of the John & Mable Ringling Museum in Sarasota, FL, and the Salvador Dali Museum in St. Petersburg, FL
Charlie Blum, President/CEO and Talent Buyer, Star Plaza Theatre
Todd Wetzel, Convocation Director, Purdue University

Topics include: Trends in the arts and arts institutions; Media relations; Event planning, logistics, marketing, and presentation; and Financial management and profitability

Workshop can be taken for 2 graduate level credits which can be applied to Valpo's Arts & Entertainment Administration master's degree at the regular graduate tuition rate of \$560 per credit hour.

Please contact graduate.school@valpo.edu to register for credit.

A special rate of \$73 per night is available at Country Inn & Suites in Valparaiso. Call 219-476-0000 to reserve lodging and mention you are booking for the AEA workshop.