

Cultural Careers Council Ontario
in conjunction with
the Centre for Cultural Management,
University of Waterloo
and **Genovese, Vanderhoof and Associates**
invites registrations for

THE SUMMER INSTITUTE

July 30 – August 17, 2007

University of Waterloo, Waterloo, Ontario

*Comprehensive Professional Training for
Fund-raising and Marketing in the Cultural
Sector*

**Interested in improving your art marketing
and fund-raising skills?
Want to learn new skills to develop more
revenue for your organization?
This program is for you!**

COURSE OF STUDY

Academic topics covered in the Summer Institute
Program include:

FUND-RAISING: Standard campaign structures and techniques; corporate, foundation, and individual techniques; indirect and direct response, telefunding and personal calls; prospect research; sponsorship and philanthropic selling techniques; patron fund-raising, membership programs and mega-gift programs; proposal writing; fund-raising data base management; annual operating, capital, and endowment campaigns; museum programs and techniques; communication strategies for fund-raising; staffing and department structures.

MARKETING: Market research; subscriptions; philosophy and techniques; pricing; budgeting; target marketing; advertising; direct response; group sales; sales promotions; box office management; educational programs; visual arts marketing; single ticket/event promotions; staffing and departmental structures; tour marketing.

RELATED TOPICS: The Development Cycle. Governance: board management, obligations of board membership, the nominating process; committee structures, policy and planning. Publicity and Public Relations: media relations, press conferences, programs, press releases, disaster control. Volunteer Management.

FIELD TRIPS: In addition to work in the classroom, the program includes field trips to major Ontario performing and other arts venues. The on-site visits include performance and exhibition attendance as well as operation observation and analysis.

FACULTY: drawn from leading professionals in the North American cultural industry. Directed and coordinated by Genovese, Vanderhoof and Associates who have planned and delivered the Institute for over 20 years.

WHO SHOULD ATTEND?

The three-week Summer Institute is specifically designed for arts professionals and those who have a genuine interest in developing a career in arts marketing and fund-raising. The Institute is the only comprehensive certificate training program in North America exclusively devoted to the improvement of skills in arts income development.

WHERE YOU WILL STAY & STUDY

Institute sessions are held on the beautiful campus of the University of Waterloo – just a short drive from the Stratford Festival. Removed from the distractions of an urban setting, the University environment, combined with the cultural attractions of Festival country, greatly contribute to the pleasure of attending the program.

Getting Around: You are welcome to bring a bicycle. Enjoy the freedom of cycling to classes on campus, visit shops downtown and tour the local country side. A municipal bus service is also available.

Accommodation is at the Waterloo College Hall Residence of Wilfrid Laurier University, within walking distance from the Institute venue at the University of Waterloo. Participants have single rooms and share a bathroom with one other room. Some food preparation can be carried out in a lounge area in the building.

MEALS: For those times when you choose not to prepare your own meals, these are available on campus or at the numerous fine dining, restaurant, and fast food eateries close to campus.

FEE SCHEDULE

\$2000.00

Tuition fees include accommodation, institute materials, texts, performance tickets and transportation to the on-site organization visits.

• Registration Deadline: June 28, 2007 - Limited Enrolment

For more information contact:

Karen Ennis, Cultural Careers Council Ontario

Tel: (416) 340-0086 Fax: (416) 340-6276 e-mail: info@workinculture.ca

Cultural Careers Council Ontario

CCCO is a sectoral council representing artists, cultural workers and organizations in Ontario's cultural sector. Its role is to ensure the continued existence of properly trained professionals in order to maintain Ontario's leadership as the centre of Canada's cultural industry. CCCO assesses human resource needs in the cultural sector, develops and/or supports programs, which meet those needs, and creates practical policies with regard to training, retraining and other human resource issues. In addition to the Income Managers Program CCCO has provided support for career development in the cultural sector through its Career Initiatives in Culture and Youth Internship programs.

Genovese, Vanderhoof & Associates

Genovese, Vanderhoof & Associates is one of North America's leading management consulting firms specializing in assisting performing and visual arts organizations to maximize their earned and contributed revenue. The firm offers expertise in all areas of the management of arts organizations with special emphasis on annual, capital and endowment campaigns; strategic planning; facilities development; organizational structure and development; professional placement and recruiting; fund-raising and marketing assessments and campaign plans; and board development. Their client list includes many of North America's major cultural institutions.

Centre for Cultural Management, University of Waterloo

The University of Waterloo's Centre for Cultural Management was established in 1989, with founding support from the Samuel and Saidye Bronfman Family Foundation, to address the critical need for improved cultural leadership in Canada. The Centre is committed to promoting and supporting strengthened management and governance in the cultural sector through teaching, research and community service.

REGISTRATION FORM

THE SUMMER INSTITUTE

A Certificate Program of the Centre for Cultural Management

**For Arts Income Development – Fund-Raising and Marketing
July 30 – August 17, 2007 – University of Waterloo – Waterloo, Ontario**

Please Print:

Full Name: _____
Title: _____
Organization: _____
Address: _____
City: _____ Prov. (State): _____ Postal Code: _____
Phone: _____ e-mail: _____

Fee: \$ 2000.00 includes accommodation at Waterloo College Hall, Wilfrid Laurier University

Total due: \$ 2000.00

Method of Payment:

Enclose cheque, payable to Cultural Careers Council Ontario

Registration is not complete until payment is received in full. Cancellations with full refund accepted if received by July 9, 2007. Cancellations received between July 10 and 30 subject to \$100 administration fee. Cancellations received on or after July 30 will be non-refundable.

Mail Registration Form with Payment to:

Cultural Careers Council Ontario,
27 Carlton St., Suite 303,
Toronto, ON, M5B 1L2

Registration Deadline: Thursday June 28, 2007