

## Art Management in the Main Role

22 March 2019, Brno

**Symposium: Art | Music | Management is coming back to JAMU in Brno after two years. From 8 to 10 April 2019, professionals, students and teachers will be in a three-day vortex of questions, answers, ideas and contacts. The seventh year of the Symposium in Brno will introduce three tens of lecturers from four countries and an extensive accompanying programme.**

**The Symposium started** as the first of its kind in 2013 **at the Faculty of Music of the Janáček Academy of Music and Performing Arts in Brno** and thanks to the positive response, it became an annual event. The place and organizer's role are switched every year between one of the art universities that teach music management or production (the Janáček Academy of Music and Performing Arts in Brno, the Academy of Performing Arts in Prague and the Academy of Performing Arts in Bratislava).

This time, the Symposium does not focus on a single area; on the contrary, it will present varied views on the education of art and mostly music managers. There will be a time to talk about building a brand through music with the expert and significant creator of sound identities, John Groves (USA, N). The visitors will sharpen their etiquette and soft skills with the mentor Daniel Šmíd (CR) and extend their knowledge of the current status of the German orchestras and their challenges with Steffen Höhne (G).

Apart from these and many more topics, the 7th year of the Symposium will also open more to musicians. "We have prepared a programme that gives musicians and other students of performing fields the opportunity to get acquainted with the basics of managerial work, which will help mostly the new professionals to start off on the right foot," explains Lucie Pešl Šilerová, Head of the JAMU Music Production Department. The discussed areas will include the key ones, such as fundraising or concert booking.

The Symposium, realized by third year students of Music Management at JAMU FM Michaela Gereová and Mária Takáčová, is completely free for the visitors, registration is the only condition.

Another new element of the conference is the third day, namely Wednesday, 10 April, when the whole programme moves from the **Na Orlí Theatre** to the premises of **Impact Hub** at Cyrilská Street. **International cooperation** is the key feature of the day. The morning will start with lectures on the SoundCzech, ENCATC and AEC professional networks. Then a panel discussion

of the representatives of the culture and music management and production at Central European universities (Czech Republic, Slovakia, Austria and Germany) will follow. The theme of education abroad will continue in the block in which students will share their experience from foreign fellowships and internships. Moreover, the Symposium will offer a new poster section, where young professionals can introduce their projects to the professional public. All who wish to get inspired not only by lectures, will appreciate the possibility to purchase selected monographs from the publishing centres of JAMU, AMU and the Arts and Theatre Institute at discounted prices.

For registration links and more information, go to: [hf.jamu.cz/symposium-umeni-hudba-management/](http://hf.jamu.cz/symposium-umeni-hudba-management/)

Michaela Gereová, Mária Takáčová: [symposium@jamu.cz](mailto:symposium@jamu.cz)