

**NAPAMA (North American Performing Arts Managers and Agents)** promotes the mutual advancement and the best interests of performing arts managers, agents, self-promoted artists and presenters; promotes open discourse among members and with the larger field; gives active consideration



NORTH AMERICAN PERFORMING ARTS MANAGERS and AGENTS

and expression of opinion on questions affecting the industry; disseminates and exchanges information through forums, meetings, publications, workshops, electronic media and new technologies; develops and encourages ethical and sound business practices. In all ways, NAPAMA acts as a resource for its members and creates an environment of regional, national and international alliances on behalf of the vitality of the performing arts.

Please return this postcard for more information about **Certified Performing Arts Executive Program for Presenters**

Organization

Name

Address

City State Zip

Telephone

Email



**Arts Northwest** is the northwestern US's performing arts consortia supported in part by the Arts Commissions of Washington, Oregon and Idaho, as well as the Western States Arts Federation and the National Endowment for the Arts.

It facilitates professional interaction among performing arts presenters, artists, management and arts service providers throughout the Northwestern U.S and Canada. Arts Northwest is central to performing and touring life in the western USA.

**The University of New Orleans Graduate Program in Arts Administration**

prepares students for administrative careers within arts organizations, including galleries, museums, opera organizations, theaters, dance companies, music production, auction houses, film societies, festivals, municipal art programs, art education programs and community centers. The curriculum offers required, specialized arts administration courses plus elective courses in

nonprofit organizations and business and the arts.



THE UNIVERSITY of NEW ORLEANS

The Graduate Program in Arts Administration offers the ultimate balance of the coursework with real-world issues in the arts industry. The certificate program work will not apply towards graduate credit.

The University of New Orleans is one of the city's most important public resources. We are a university on the cutting edge, home to a long list of programs and departments that sponsor world-class research and scholarship. Students at UNO are active and engaged citizens. We make a vital contribution to our city, our region and our world.

[www.napama.org](http://www.napama.org)  
[www.artsnw.org](http://www.artsnw.org)  
[www.uno.edu/artsadmin](http://www.uno.edu/artsadmin)

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THE UNIVERSITY of NEW ORLEANS  
Graduate Program in Arts Administration  
2000 Lakeshore Dr.  
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**THE UNIVERSITY OF NEW ORLEANS,  
NAPAMA AND ARTS NORTHWEST  
PRESENT**

**CERTIFIED  
PERFORMING ARTS  
EXECUTIVE PROGRAM  
FOR PRESENTERS**



## WHY SHOULD YOU ENROLL?

Whether you're a leader in the presenting and touring industry, a working or aspiring performing arts agent, a performing arts presenter, a key volunteer, or exploring the field of performing arts management, you'll increase your capacity to be successful in the field – without the time and expense of a long-term degree – through our Certified Performing Arts Executive (CPAE) Program.

Professional certification is an important step. It will enhance your professional stature. It helps assure peers, your employer or employees, board members, volunteers, customers and the public that you are competent and professional.

The CPAE program sets demonstrable standards for our industry; raises its profile and allows you, as an important part of the industry, to achieve your goals in an increasingly competitive field.

The CPAE program helps build a platform from which you can better negotiate and build your career success. The CPAE program sets demonstrable standards for our industry; raises its profile and allows you, as an important part of the industry, to achieve your goals in an increasingly competitive field.



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## CONVENIENT CLASSES

A program designed for modern professionals needs to be convenient. This low-residency program will include on-line courses and courses offered in person at regional and national professional conferences during the year.

Course work is designed for professionals who already hold positions, those who want to expand their knowledge of the industry, and those about to enter the field.

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—Karen J. Hanan,  
Executive Director, Arts Northwest



## CAREER BENEFITS

Professional certification indicates that a person has taken specific courses and passed a competency exam to demonstrate a high level of knowledge and expertise.

### Completion of CPAE certificate program:

- enhances professional stature among peers
- recognizes those who have gone beyond expectations to be the best that they can be
- makes a statement to those with whom we do business
- provides a leveraged position from which to negotiate and build career success
- sets higher standards for our industry



Caption goes here

## ABOUT THE PROGRAM

The certification of agents and managers is a program consisting of 24 certificate units to be completed within a 1–2 year time period. The program's goal is to provide a professional certification program for performing arts agents and managers.

### You will learn about:

- History and Overview of Performing Arts Presenting
- Budgeting, Fundraising, Sponsorships and Fiscal Management
- From Concept to Stage: Curating, Planning and Pulling Off a Performing Arts Series
- Technical Riders and Back Stage Wizardry
- Marketing the Performing Arts: From Print to Web
- Contracts, Negotiations, Visas, Taxes and Other Legal Issues



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# OUR BUSINESS IS THE PERFORMING ARTS.

## REGISTER NOW.

Space is limited.

Classes start 2012.

### FOR MORE INFORMATION, CONTACT:

**Harmon Greenblatt**

Director, Arts Administration

The University of New Orleans

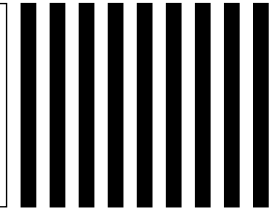
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Photo by Nan Melville

