

NACA Concert Management Institute
July 7 – 10, 2011
University of Wisconsin - Milwaukee

Dear Institute Participant:

We are so excited that you will be joining us at the 2011 NACA Concert Management Institute! The institute staff has been actively working to ensure that you have an exciting and unique opportunity in Milwaukee. The enclosed information and delegate registration documents will help finalize your preparations for the institute.

The 2011 NACA Concert Management Institute offers students and staff educational opportunities to enhance basic skills required to select, promote and produce major concerts on campus. The program is designed to give participants an opportunity to network with delegates from other schools and to develop an understanding of how the entire concert industry works.

Remember that the real value of this institute is entirely up to you. We ask that you review the information in the enclosed documents and provide us with information requested including summer address and travel plans. Each delegate attending the institute must complete and return a Delegate Information Form. In addition, the Staff Advisor or summer contact for the institution must complete and return the Institutional Contact Information Form. **It is very important that all forms arrive to the NACA Office no later than Thursday, June 9, 2011.**

If you have any questions about the institute, please contact me via phone: 520-909-7936 or email: chagrav@email.arizona.edu.

If I can be of any assistance to you before the institute, please feel free to call or email. On behalf of the institute staff, we look forward to seeing you in Milwaukee!

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Hargraves", with a long horizontal flourish extending to the right.

Chris Hargraves
Institute Coordinator

Overview:

The 2011 NACA Concert Management Institute is designed to give participants first hand knowledge and experience dealing with the concert industry. You will come to understand that all types of music, production, promotion and the ins and outs of the industry are very much the same. Delegates will also get a behind the scenes tour at the Summerfest in Milwaukee.

Outcomes and Goals:

The 2011 NACA Concert Management Institute offers students and staff educational opportunities to enhance basic skills required to select, promote and produce major concerts on campus. The program is designed to give participants an opportunity to network with delegates from other schools and to develop an understanding of how the entire concert industry works.

Through lectures, panels and small group discussions, participants will learn:

- ◆ How to choose the right act for your school and budget;
- ◆ Skills for working with agents, middle agents and campus colleagues to make the show happen;
- ◆ How to decipher and negotiate contracts and technical riders;
- ◆ Basic concert programming skills in an experiential format;
- ◆ Techniques for marketing and promoting the show to your audience;
- ◆ Plans for security so you can manage risk;
- ◆ How to work with artists, road managers and ticket companies;
- ◆ Box office and house management;
- ◆ Tips to make your show run smoothly by taking care of details on the front end; and
- ◆ How the concert industry works.

Sessions:

General sessions, round table discussions and on-site tours will explore various topics of the concert industry. Topics will include:

- Overview of the industry;
- Meeting talent agents;
- Contracts, contract riders and contract negotiation;
- Working with middle agents and promoters;
- Box office management;
- Marketing and promotions;
- Security;
- Meeting road and tour managers; and
- Technical aspects of production.

Networking:

One of the institute goals is to encourage the development of a network among institute participants. This networking can help delegates build a resource base of information, support and ideas. Take advantage of the networking opportunities during the institute by introducing yourself to someone new. We will also provide a delegate list so you can stay in contact. Use these resources! There will be no formal session for a T-shirt swap or resource exchange. However, we encourage you to bring with you anything you would like to share from a successful concert on your campus.

Meals:

Your institute registration includes meals beginning with dinner on Thursday, July 7 and concluding with breakfast on Sunday, July 10. Our meals will be served in the Sandburg Cafeteria.

Special Needs:

Any special accommodations or dietary requirements should have been requested on the institute registration form. Every effort will be made to accommodate participants' special needs.

On Site Registration Information:

- Check-in: Sandburg Hall
Thursday, July 7, 2011 8:00 am – 2:00 pm (At 2:00 pm, the first session will begin.)
- Check-out: Sandburg Hall
Sunday, July 10, 2011 9:00 am – 12:00 noon

University of Wisconsin - Milwaukee

As Southeastern Wisconsin's largest university, UWM provides students with more than 150 academic programs, a wide range of research projects and many ways to broaden their education by getting involved with student organizations and volunteer opportunities.

The University's location in the state's business center also means many opportunities to explore possible careers through internships, clinical experiences and hands-on learning. The city provides a rich resource, and UWM's professors and other instructors frequently top their own real life experiences to extend their student's learning beyond textbooks.

Housing:

Housing for the institute will be a suite in the Sandburg Hall. Rooms are double and single rooms with shared baths and air conditioning. Linens are provided and already in the room when you check in. A limited number of fans, reading lamps and clock radios provided to you at check in. They are available for checkout and require a \$3.00 refundable cash deposit. Room keys are issued to each person at check in. Room key replacements are charged at \$50.00 to each participant at the time the key is reported missing. The address for Sandburg Halls is 3400 N. Maryland Avenue, Milwaukee, WI 53211.

Smoking on Campus:

Smoking is prohibited in all buildings on campus, including residence halls.

Alcohol and Controlled Substances:

The University of Wisconsin system and the University of Wisconsin Milwaukee prohibit the unlawful possession, use, distribution, manufacture or dispensing of illicit drugs and alcohol by student and employees on university property or as part of university activities.

Institute Attire:

Dress for the conference is casual. Loose-fitting, light-colored clothing is strongly encouraged! Due to occasional afternoon thunderstorms a rain jacket and travel umbrella are also recommended. The meeting rooms are air-conditioned, so you may want to bring a sweatshirt or jacket in case the rooms get cool. Comfortable shoes are a MUST.

Delegate Check List:

- _____ Casual clothes, dressy attire (optional)
- _____ Alarm clock (with radio)
- _____ Bath robe and sleep attire
- _____ Personal toiletries
- _____ Camera
- _____ Notebook pen and pencils

_____ Open mind, an eager attitude and questions to ask
_____ Resources to share

Ground Transportation:

The University of Wisconsin - Milwaukee is approximately 30 minutes from General Mitchell International Airport (MKE).

Car Rentals –

- [Alamo](#) -- 1-800-327-9633 / TDD 305-468-2132
- [Avis](#) -- 1-800-831-2847 / TDD 800-331-2323
- [Budget](#) -- 1-800-527-0700 / TDD 800-826-5510
- [Dollar Car Rental](#) -- 1-800-800-4000
- [Enterprise](#) -- 1-800-325-8007 / TDD 800-736-8227
- [Hertz](#) -- 1-800-654-3131 / TDD 800-654-2280
- [National](#) -- 1-800-328-4567 / TDD 800-328-6323
- [Thrifty Car Rental](#) -- 1-800-847-4389

Shuttle Service –

Shuttle reservations are to be made in advance through their website at www.goairportconnection.com or phone at 800-236-5450/414-769-2444. The larger the group the lower the shuttle cost. The Go Airport Connection desk is located at baggage 3 inside the airport.

Getting to Campus by Car

Scenic Lake Route from All Directions:

From I-43 or I-94 near Downtown, take I-794 east to Lakefront exit ([see city map](#)). Proceed 3 miles north along the lake on Lincoln Memorial Dr. to the top of the hill, where Lincoln Memorial Dr. becomes E. Kenwood Blvd. and intersects with N. Lake Dr ([see neighborhood map](#)). Proceed straight (west) on Kenwood five blocks to Maryland Avenue. Turn right onto Maryland and proceed to Sandburg Halls.

From the North: Take I-43 south to the Capitol Dr. East exit. Proceed east on Capitol to N. Maryland Ave., then south (right) on Maryland and proceed to Sandburg Halls.

Campus Map

See attachment. The Main Service Desk at Sandburg halls is also available for maps around Milwaukee, directions, general questions, etc.

Parking

Parking cost is \$9.00 for each 24-hour period in the Sandburg garage. Permits may be purchased at check in.

Summerfest

www.summerfest.com

NACA Behavioral Expectations Agreement:

All participants must sign a copy of the enclosed NACA Behavioral Expectations Agreement. These contracts must be brought to the institute and turned in at check-in.

Refund Policy:

Refunds for registration will be made only for requests received in writing at the NACA Office prior to May 25, 2011. No refunds will be given after this date, however participant substitutions may be allowed if the request is submitted no later than 3 weeks prior to the start of the institute. A \$100 administrative fee will be charged for each cancellation. Please do not contact University of Wisconsin – Milwaukee regarding registration questions. Please direct your questions to the NACA Office at 803-732-6222.

Miscellaneous:

The institute schedule includes sessions with professionals from the entertainment industry; consequently, our schedule must be flexible to accommodate their involvement. There may be some last minute changes to our schedule once we arrive in Milwaukee.

Questions:

If you have any questions, please contact:

Chris Hargraves, Institute Coordinator

Phone: 520-909-7936

Email: chargrav@email.arizona.edu

**NACA Concert Management Institute
Tentative Schedule**

Thursday, July 7, 2011 (Day One)

| | | |
|------------------|---|---------------------|
| 11:00am – 2:00pm | Check-In and Registration | Sandburg Halls |
| 2:00pm – 2:30pm | Welcome/Opening | Union West Wing 191 |
| 2:30pm – 3:00pm | Hot Topics from Your Campus | Union West Wing 191 |
| 3:00pm – 3:30pm | Overview of the Music Industry | Union West Wing 191 |
| 3:30pm – 4:00pm | The Concert Process | Union West Wing 191 |
| 4:00pm – 5:00pm | Knowing and Understanding Your Venue | Union West Wing 191 |
| 5:00pm – 6:00pm | Dinner on Campus | Sandburg Cafeteria |
| 6:30pm – 8:30pm | Tour of Pabst Theater/Riverside/Turner Hall www.pabsttheater.org/ | |
| 8:30pm – 10:00pm | Industry Panel and Reception at Turner Hall | |

Friday, July 8, 2011 (Day Two)

| | | |
|-------------------|--|-------------------------|
| 7:30am – 8:30am | Breakfast on Campus | Sandburg Cafeteria |
| 9:00pm – 10:30pm | Contracts and Riders for Campus Concerts | Union West Wing 191 |
| 10:30am – 10:45am | Break | |
| 10:45am – 11:45am | Developing a Concert Budget and Understanding Box Office Operations | Union West Wing 191 |
| 12:00pm – 1:00pm | Lunch on Campus | Sandburg Cafeteria |
| 1:00pm – 2:00pm | Focus on Day-of-Show (DOS) Activities | Union West Wing 191 |
| 2:00pm – 2:30pm | Hospitality | Union West Wing 191 |
| 2:30pm – 2:45pm | Break | |
| 2:45pm – 3:45pm | Reaching Out Through the Media/Sponsorship | Union West Wing 191/183 |
| 3:45pm – 5:00pm | Security | Union West Wing 191 |
| 5:00pm – 6:00pm | Dinner on Campus | Sandburg Cafeteria |

| | | |
|-----------------|------------------------|-------------------------|
| 6:00pm – 7:00pm | Roundtable Discussion | Union West Wing 183/191 |
| 7:00pm – Until | Night Out in Milwaukee | |

Saturday, July 9, 2011 (Day Three)

| | | |
|------------------|---|--------------------|
| 7:30am – 8:30am | Breakfast on Campus | Sandburg Cafeteria |
| 9:00am – 12:00pm | SUMMERFEST TOUR | |
| 12:30pm – 1:30pm | Lunch on Campus @ Summerfest/Wrap Up Activity and Group Picture | |
| 1:30pm – 11:00pm | ENJOY SUMMERFEST | |
| 10:45pm | Meet at Bus for Departure back to Campus | |
| 11:00pm | Return to Campus | |

Sunday, July 10, 2011 (Day Four)

| | | |
|-----------------|------------------------------|--|
| 8:00am – 9:00am | Breakfast on Campus | |
| 9:00am – Until | Participants Begin Departure | |

***This form is to be completed by each delegate attending the institute.
(Make copies as necessary)***

**NACA Concert Management Institute
University of Wisconsin - Milwaukee
July 7 - 10, 2011**

Delegate Information Form

Please return this form by email or fax to Dionne Ellison by **Thursday, June 9, 2011.**

Dionne Ellison

Education and Research Coordinator

NACA

Phone: 803-217-3479

Fax: 803-749-1047

dionnee@naca.org

Important Information about You

Name: _____

College/University: _____

Year in School: _____

Phone Number: _____ E-mail: _____

Street: _____

City: _____ State: _____ Zip: _____

Emergency Contact: _____ Phone Number: _____

Travel Plans

I am traveling to Milwaukee via: ___Air ___Personal Car ___School Van/Car ___Other

Arrival date: _____ Arrival Time: _____ AM/PM

Air carrier and flight number: _____

Departure date: _____ Departure Time: _____ AM/PM

Air carrier and flight number: _____

Remember, check-in is Thursday, July 7 from 8:00 am to 2:00 pm. Also, please do not book your returning flight before 11:00 am on Sunday, July 10 if at all possible.

Housing Information

The sleeping rooms in the Sandburg Halls are singles and doubles. Roommate preferences and placements will be made on a first come, first serve basis. Every effort will be made to honor roommate requests; however NACA reserves the right to make roommate assignments.

I am: ___Student ___Staff

If staff, do you wish to room with a staff person? ___Yes ___No preference

I am: ___Male ___Female

Roommate preference (name): _____

Is this person from your institution? ___Yes ___No – If no, what institution is he/she from?

Definition of a Concert

A concert can refer to a number of different things to different people. In the context of defining concerts for this institute, major concerts are defined as a large scale performance where attendance exceeds several hundred (800-1500) people and require a number of special needs, skills and people to plan, implement and manage. While coffee house concerts and other bands may be classified as a concert, the level of management required to effectively run one of these programs as compared to a major concert can differ greatly. Many of the skills are transferable from major concerts to coffee house concerts, but for this institute, most of the information presented will be focused on major concerts.

Concert Management Profile

1. List your current position or role at your institution.

2. Please check the one that best describes your current level of Concert Management Experience.

___**Beginner**-Beginner being defined as the following: I have or have not attended a major concert with attendance at more than 100 people; I have never had any direct involvement in the planning, or management of any concerts, either major concerts with attendance at more than 1000 people or smaller coffee house type concerts; I have very limited knowledge of where to start.

___**Intermediate**-Intermediate being defined as the following: I have been involved on a limited basis in the planning of a major concert with attendance of more than 100 people; I have been directly involved

in smaller coffee house type concerts on my campus; I know the basics but don't know where to go from here.

___ **Advanced**- Advanced being defined as the following: I have been directly involved in the planning and management of a major concert with an attendance of more than 5000 people; I understand contracts, riders and other issues associated with advancing shows; I am comfortable with my skill level in the concert planning, management and direction area but need some refreshers in a couple of areas.

3. List your experience and background in Concert Management.

4. List your leadership strengths. What are your areas of improvement?

5. Please check the one that best describes your institutions concert programming budget.

___ \$10,000-\$15,000

___ \$15,000-\$25,000

___ \$25,000-\$40,000

___ \$40,000-\$50,000

___ \$50,000-\$75,000

___ \$75,000-\$100,000

___ \$100,000 +

Concert Management Issues

1. What is the MAJOR CONCERT issue being addressed on your campus?

2. What concert issues or concerns would you like to see addressed at the institute?

3. What skills or abilities would you like to gain from the institute?

4. What topics would you like to see addressed at the institute?

Institute Experience

How many NACA Concert Management Institutes have you attended?

- 0
- 1
- 2
- 3

Thank you for providing us with this information. We look forward to seeing you in Milwaukee!

This form is to be completed by the Staff Advisor and/or Summer Contact for the institution (one per institution).

**NACA Concert Management Institute
University of Wisconsin - Milwaukee
July 7 - 10, 2011**

Institutional Contact Information Form

Please return this form by email or fax to Dionne Ellison by **Thursday, June 9, 2011**.

This will assist the institute staff in contacting you prior to and during the institute.

Dionne Ellison

Education and Research Coordinator

NACA

Phone: 803-217-3479

Fax: 803-749-1047

dionnee@naca.org

College/University Contact: _____

Name of College/University: _____

Phone Number: _____ Fax Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Email address: _____ Emergency Phone: _____

* Please list all delegates from your institution attending this institute:

| | Delegate Name | Title (if applicable) |
|----|----------------------|------------------------------|
| 1. | _____ | _____ |
| 2. | _____ | _____ |
| 3. | _____ | _____ |
| 4. | _____ | _____ |
| 5. | _____ | _____ |
| 6. | _____ | _____ |

Please ensure that Delegate Information Forms are submitted for each individual listed above.



Behavioral Expectations Agreement

Institute: _____

General Notice

Participants of the above named NACA Institute are expected to conduct themselves in a responsible manner consistent with federal and state laws and host institution policies. Violation of law or policy while at the NACA Institute will result in the immediate dismissal from the program and notification of the delegate's institution, and may result in criminal or civil prosecution. Institute fees are non-refundable.

By signing this form, I agree that I will not participate in the following activities:

1. Use, possession, or distribution of alcohol or illegal drugs during the duration of the institute.
2. Sexual assault or indecent exposure. Sexual assault is defined as the implied use or threatened use of force to engage in any sexual activity against another person's will.
3. Behavior which threatens the emotional or physical well-being and/or safety of participants including but not limited to any form of fighting.
4. Unauthorized use of any fire safety equipment including the activation of alarms or extinguisher without immediate cause.
5. Use or possession of weapons.
6. Skip educational sessions or planned activities.

Process

Alleged violations will be reviewed by institute staff. If it is found that it is more probable that a violation has occurred, the delegate will immediately be dismissed from the program. A formal incident report will be filed and forwarded to the NACA Office.

By signing below, you acknowledge that you have read and agree to abide by these guidelines.

Signature of Delegate Date

Institute Coordinator Date

Printed Name

Delegate Institution