

Creativity and New Venture Creation in the Arts

4th Biennial Symposium on Entrepreneurship and the Arts

presented in collaboration with the UW-Madison Bolz Center for Arts Administration

Participants in this two-day event will explore the processes, outcomes, and impacts of new venture creation in the arts through hands-on workshops, speakers, pitch sessions, and research presentations. The 4th Biennial Symposium features a multi-session interactive workshop on creativity led by Elizabeth Long-Lingo, as she guides participants through a process to take an idea from ideation to pitch.

The Symposium will be anchored by keynote speeches from Ruby Lerner, CEO of Creative Capital, and Steven J. Tepper, Dean of the Herberger Institute for Design and the Arts and will include concurrent sessions on theory, practice, and pedagogy for arts entrepreneurship, creativity, and new venture creation in the arts. Student ventures and research will be showcased in special sessions.

Conference Schedule

Friday May 8

8:00	Registration opens
8:15-9:15	Breakfast and icebreaker: meet your workshop collaborators!
9:15-9:30	Welcome remarks: Linda Essig and Sherry Wagner Henry
9:30-10:00	Opening keynote: Steven Tepper, Dean, Herberger Institute for Design and the Arts
10:15-12:15	Workshop, "New Venture Creation from the Ground Up," Elizabeth Long Lingo [details attached]
12:15-1:15	Lunch with programmed interaction led by Jessica Rajko, arts entrepreneur and Assistant Professor of Dance
1:30-4:30	Concurrent sessions: Workshops and presentations on theory, practice, and pedagogy of arts entrepreneurship
5:00-6:00	Pave incubator pitch showcase and reception
6:30-7:30	Keynote address: "Radical Creativity: Why It Matters, What it Takes" Ruby Lerner, Founder and CEO of Creative Capital

Saturday May 9

8:00	Breakfast
8:30-9:30	Bolz center presentations: "Impact Research"
9:45-11:30	Creativity and new venture creation from the ground up: Breakouts
11:45 – 12:45	Creativity and new venture creation from the ground up session: Pitches
1:00-2:00	Light lunch and closing address: "It's Creative, But Is It Beautiful?" Diane Ragsdale

Registration is required for the event. The cost is \$125 for the general public; \$105 for presenters; and \$50 for Arizona State University students. That covers all events on Friday May 8 and Saturday, May 9, including a light breakfast and lunch both days. All events will be held at the Memorial Union on ASU's Tempe campus.

For additional details about the Symposium or to register visit the Pave website at <http://pave.asu.edu>, and click on the public programming link.