

Team Seminar: Extending Your Reach

July 24-25, 2014 | Chicago

Cultural organizations aspire to make the world a better place through bold visions and meaningful initiatives. But in today's world, it can be hard to achieve real impact on our own. Partnerships can be critical to winning broad public support, to attracting new audiences and donors and to bringing to life work that is as inspired as we dream it can be.

Extending Your Reach helps you better understand how alliances can help drive your organizational strategy and build a stronger community of partners. Through careful evaluation of your current relationships and goals for the future, you will leave this seminar prepared to lead a portfolio of partners and engage in alliances that will help you achieve your vision.

Extending Your Reach is designed to give you the tools, knowledge and context to strategically assess opportunities. After attending the seminar, you will:

- Clearly understand how your institutional goals can be better served through strong partnerships and be able to strategically evaluate potential partnerships
- Better understand how engaging in alliances can help you accomplish more in today's environment of greater competition, tighter money and more demanding contributors
- Have a clearly defined network map and partnership portfolio for your organization
- Be prepared to effectively initiate and design alliances that engage partners and help further your mission.

The deadline to apply is Friday, June 6, 2014.

Selection Criteria

The Business of Arts and Culture program serves institutions with complex management challenges and structures. Seminars are designed for organizations with full time staff of six or more, where leaders must coordinate solutions across multiple departments, perspectives and internal and external stakeholders. Smaller organizations may be considered for this seminar; please contact Taylor Craig if you would like to discuss your team. Because partnerships are critical to the success of many organizations, teams may choose to bring team members from key stakeholder groups. Our seminars are open only to producing, presenting, education, collections and other organizations delivering arts and cultural content and activities. Consulting organizations are not eligible to attend Business of Arts and Culture seminars.

Learn more:

<http://artstrategies.org/reach/>

Apply:

<http://www.artstrategies.org/reach/apply>

Questions

Contact Taylor Craig
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Challenging leaders to explore the toughest issues facing cultural organizations



Business of Arts and Culture seminars

These team-based experiences are designed to give you and your leadership team a firm grasp of some of the most pressing management challenges – from strategy to governance. Each seminar brings together a diverse mix of organizations from around the country to explore an issue through case discussions, team exercises and faculty instruction. NAS supports this learning by providing contextualization and support.

Our seminars

- » Digital Strategies
- » Extending Your Reach
- » Finance
- » Leading Innovation
- » Managing People
- » Strategic Governance
- » Strategic Marketing
- » Strategy

Locations



Faculty

Our faculty members teach at the top business schools in the country, including Harvard, Stanford, Cornell and Vanderbilt.

Who should attend?

Our seminars are designed for teams comprised of senior management and board leadership. Teams should have a minimum of three and a maximum of five members from multiple departments within your organization. The chief executive should attend whenever possible.

How much does it cost?

That's up to you! Our seminars are offered on a "pay what you can" model. Each team chooses their own tuition. Travel support is also available!