

# **iCadenza And APAP Present Innovative Panel On Relationships Between Musicians, Managers, And Presenters**



Released on: January 08, 2014, 6:14 am

Author: **iCadenza**

Industry: [Entertainment](#)

## **THE BLUEPRINT: What Managers, Artists, and Presenters Want in the 21st Century**

January 08, 2014, 6:14 am -- /[EPR NETWORK](#)/ -- The Association of Performing Arts Presenters and iCadenza present a ground-breaking interactive panel discussion and workshop at APAP|NYC 2014 Annual Conference, the largest annual gathering of performing arts professionals in the world.

"The Blueprint: What Managers, Artists and Presenters Want in the 21st Century," is a forum/workshop led by iCadenza and a panel of industry experts. Managers, presenters, and artists will come together to:

- Demystify the process of artist management and artist

selection by venues

- Discuss proper business and negotiation etiquette
- Learn how to understand the 21st century audience

Using the design thinking methods pioneered at IDEO and Stanford University, forum participants will create new norms for the relationship between managers, artists, and presenters of the millennial generation, to result in more innovative and collaborative practices that will propel the performing arts into the future. The ultimate goal of the forum is to develop a process for how this collaboration can lead the industry to provide more unique and meaningful experiences for audiences, debunking the traditional roles and stereotypes of managers, artists, and presenters and presenting alternatives for forging stronger relationships among the three.

Panelists include Jeremy Byrd (Director of Production for Performing Arts Fort Worth), artistic director Andrew Cyr, conductor Jonathan Tessero, harpist Bridget Kibbey, violinist Quinton Morris, violinist and member of the award-winning Aeolus Quartet Rachel Shapiro, Greg Kastelman (Booking Coordinator at Cadenza Artists), and Lindsay Kratz (Artist Representative at Baylin Artists).

The workshop will take place on **Friday, January 10th from 9am to noon** in the Beekman Parlor on the second floor of the New York Hilton Midtown Hotel (1335 Avenue of the Americas, NY, NY 10019), and is free and open to the public. Pre-registration information is available at:

<http://www.apapconferencenyc.com/content.asp?id=2337&iwpID=46486a3ef101436a3ef2996>

iCadenza is a fast-growing arts consulting firm based in Los Angeles, offering career resources to emerging and established musicians. iCadenza has presented workshops at the Opera America Conference, the Chamber America Conference and the Arts Northwest Booking Conference, to name a few. The company's mission is to empower musicians in the 21st century by teaching and instilling entrepreneurial principles

into the pursuit of a performance career. iCadenza offers consulting for individuals, ensembles, and non-profit organizations, as well as workshops, online courses, and editing and design services. [www.icadenza.com](http://www.icadenza.com).

The champion for the performing arts sector since 1957, the Association of Performing Arts Presenters (APAP) supports and educates today's and tomorrow's performing arts leaders. APAP is dedicated to making the arts vibrant, sustainable, and accessible, and to moving the industry forward. "We help connect artists to audiences." – Mario Garcia Durham, President and CEO. For more information on the annual conference, visit [www.apapnyc.org](http://www.apapnyc.org). For more information on APAP membership, visit [www.apap365.org](http://www.apap365.org). Follow APAP at @APAP365 and #APAPNYC.

###

For more information about this topic or to schedule an interview, please contact Maria Elena Altany at Tel. (310) 737-2147 or [maria@icadenza.com](mailto:maria@icadenza.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)