



# Introduction to Arts Management (Introductions to Theatre)

*Jim Volz*

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# Introduction to Arts Management (Introductions to Theatre)

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## **Introduction to Arts Management (Introductions to Theatre) Jim Volz**

*Introduction to Arts Management* offers a unique, dynamic and savvy guide to managing a performing or visual arts organisation, be that an arts centre, theatre, museum, art gallery, symphony orchestra, or other arts company. For those training to enter the industry, workers in arts administration, or those seeking to set up their own company, the wealth of expert guidance and direct, accessible style of this authoritative manual will prove indispensable. Gathering best practices in strategic planning, marketing, fundraising and finance for the arts, the author shares practical, proven processes and valuable tools from his work with over 100 arts companies and professional experience producing over 100 music, dance, theatre and visual arts events.

Unique features include boilerplate guides for marketing and fundraising, a sample Board of Trustee contract, specific budget checklists and day-to-day working tools that can be immediately instituted in any arts organization. Short case studies offer insights into the beginnings and growth of significant arts institutions, and examples based on real situations and actual, successful international arts organizations from both North America and Britain illustrate and underpin the strategic and practical advice.

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