

# DeVos Institute

## OF ARTS MANAGEMENT

at the Kennedy Center

June 14, 2010

Dear Arts Manager,

It is my pleasure to invite you to join me on October 19 and 20, 2010, for an Arts Management Symposium in Zagreb, Croatia.

For this symposium, we welcome arts managers from Albania, Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Serbia and Slovenia. Leaders of cultural institutions that create or present all artistic disciplines are welcome. The symposium is offered free of charge.

At the symposium, I will be joined by the Kennedy Center's Vice President of Marketing & Sales, David Kitto. We will cover topics including Artistic Planning, Institutional Visibility, Marketing, and Fundraising.

The DeVos Institute of Arts Management has presented similar programs in China, Mexico, Pakistan, Central Europe, England, South America, France, Egypt, and South Africa. Despite the high level of dedication and professionalism shown by arts managers worldwide, we find that many organizations (including in the United States) continue to suffer as a result of inadequate training opportunities for individuals—both paid and volunteer arts managers—who keep those institutions healthy and their artists at work.

For this reason, we join you to discuss management practices as they have emerged in the United States, and ways in which those practices may be relevant to arts organizations in Southeastern Europe.

If you have any questions related to the upcoming symposium, please contact Nikolina Paic (U.S. Embassy in Zagreb) by calling +385 1 661 2240 or email [SEEArtsSymposium@state.gov](mailto:SEEArtsSymposium@state.gov). For more information about the DeVos Institute of Arts Management, please see our website at <http://www.kennedy-center.org/education/artsmanagement/>.

We look forward to seeing you in October.

Sincerely,



Michael M. Kaiser  
President