

2024 Juilliard Entrepreneurship Symposium

Call for Proposals

The annual Juilliard Entrepreneurship Symposium aims to foster dialogue, learning, and connections among Juilliard students and alumni from all disciplines and generations. Established in 2018, the symposium focuses on the skills of entrepreneurship: translating an idea into something that has value, and creating opportunities for yourself and your communities. Presented by the Alan D. Marks Center for Career Services & Entrepreneurship and the Office of Alumni Relations, the symposium features guest speakers, workshops, and presentations led by Juilliard alumni and other leaders from the arts field.

This Call for Proposals invites Juilliard alumni to propose virtual sessions that they would like to lead as part of the 2024 Juilliard Entrepreneurship Symposium, scheduled to take place on **Wednesday, July 24, 2024**.

Proposals are due by 11:59pm PT on Sunday, February 25, 2024. Applicants will be notified of their proposal status by the end of March.

Presenters selected to appear at the symposium will be provided with a \$350 honorarium for their presentation.

2024 Symposium Theme: Creativity as Business

The 2024 Entrepreneurship Symposium consists of moderated discussions, workshops, and panel conversations that explore creativity as business. This year's symposium is built on four content areas that address the space where art and entrepreneurship converge, spanning from the inception of artistic ideas to their realization and allowing participants to open up new avenues for the development of fresh artistic forms and approaches: Community, Creative Process, Artistic Mindset, and Business Acumen. Together, we will explore questions such as: How have artists harnessed their creative abilities to entertain, forge strong communities, and establish successful organizations? What business models allow communal artistic projects to thrive? How do we create possibilities for ourselves and our communities in service of our values?

Call for Proposals: Overview

- This symposium will take place over Zoom. Only proposals for virtual sessions will be accepted.
- All presentations and workshops will last for 60 minutes, including any Q&A, and must stay within this amount of time.
- Sessions will not be recorded.
- **All presenters must attend a tech rehearsal on Monday, July 15, 2024, from 1pm to 2pm ET.** Please block this time on your calendar and email alumni@juilliard.edu if you have extenuating circumstances that prevent you from attending.
- Proposals should focus on one specific content area below and should connect with the 2024 theme: Creativity as Business.
- Proposals will be reviewed by a committee of Juilliard faculty, staff, alumni, and non-Juilliard arts professionals.

Four content areas and critical questions

We encourage sessions that address these questions in each of the four core content areas.

Community

What role does collaboration play in the business side of the arts? What does it look like when the arts foster a sense of community, both among artists and with non-artists, and what innovations result from these connections? How does a sense of community add to resiliency, flexibility, and sustainability in the business of the arts? What does it mean for an artist to leverage, uplift, and affirm a community's identity? How do we create possibilities for ourselves and our communities in service of our values?

Creative Process

What strategies allow us to explore, ideate, create, and present art that is authentic, meaningful, and feasible? What's the balance between artistic expression and the demands of the world around us? How do changes in technology, public consumption, and funding affect what and how we create as artists?

Artistic Mindset

What does it mean to think like an artist? How can the insights, perspective, and skills of artistry translate into successful business endeavors? How does the artistic mindset translate into leadership styles, organizational cultures, and effective business strategies that drive artistic excellence? How have artists harnessed their creative abilities to entertain, forge strong communities, and establish successful organizations?

Business Acumen

What business models allow communal artistic projects to thrive? What business skills have proven to be essential for navigating financial considerations, market trends, and planning in creative industries? How can artists manage risk while moving through the creative process, from ideation to execution? How can we balance artistic authenticity and commercial viability?

Call for Proposals: Application Contents

To respond to the Call for Proposals for the 2024 Juilliard Entrepreneurship Symposium, please submit your application using this link: <https://forms.office.com/r/McrTgfTccc>.

Below is a list of the questions asked on the submission form.

Information about the applicant

Your full name

First and last name

Your pronouns

Your email address

Your phone number

Your mailing address

Upload a headshot (up to 10MB)

Presenter bio (up to 1,000 characters)

If your proposal is selected for the 2024 Entrepreneurship Symposium, your bio will appear in the symposium program and marketing materials and will be visible to attendees.

Information about additional co-presenters, if applicable (name, email address, phone number, bio, headshot)

There is space in the form for up to three (3) co-presenters (e.g., workshop co-facilitators or a moderator or panelists in a panel discussion). The same file size and character count limits apply as for headshots and bios above. If you are proposing a session with more than three co-presenters, please email additional co-presenters' information (name, email address, phone number bio, headshot) directly to alumni@juilliard.edu.

Information about the proposed session

What format will your session be presented in?

Choose from a drop-down list: Guided discussion with attendees; Interactive workshop; Lecture; or Panel discussion (including a moderator and two or more panelists)

Session title

If your proposal is selected for the 2024 Juilliard Entrepreneurship Symposium, this title will appear in event materials and will be visible to attendees.

Core content areas

Select the core content area that your proposed session aligns with most strongly from a drop-down list: Community; Creative process; Artistic mindset; Business acumen

Previous presentation history

Have you presented this specific presentation or workshop before? If so, please tell us where you have previously presented and what changes or modifications, if any, you will make for the 2024 Juilliard Entrepreneurship Symposium.

Session Description (up to 1,000 characters)

If your proposal is selected for the 2024 Juilliard Entrepreneurship Symposium, this description will appear in the symposium program and marketing materials and will be visible to attendees.

Context for your session (up to 1,000 characters)

What is the inspiration or context for the topic that you want to present in this session?

Outline for the session (up to 1,000 characters)

Provide an outline for the session that describes what your session will cover and what attendees will do or experience during the session.

List three takeaways that attendees will gain as a result of attending this session

What are the goals or objectives for attendees of this session?

Who is the target audience for this session?

Select as many descriptors as apply from the provided list: Musicians; Dancers; Dramatists; Current students; Recent alumni (graduated less than 10 years ago); Alumni (graduated 10-20 years ago); Alumni (graduated more than 20 years ago); Freelance performing or teaching artists; Performing or teaching artists affiliated with an institution; Arts administrators

What type of audience participation do you expect during this session?

Select as many descriptors as apply from the provided list: No audience participation; Participation via the Zoom chat; Verbal participation (microphone/camera-on); Breakout groups with verbal participation

Optional supplemental materials (up to 10MB)

You will have the option of uploading any PDFs relating to the proposed presentation that you would like to share with the review panel (links, photos, writing, or other documentation). Supplemental documents are not required.