

LEADERSHIP BLUEGRASS 2011

PROGRAM APPLICATION

This form may be completed by either the person interested in being a class participant, or by someone recommending an individual for consideration. Please fill out the form as completely as possible, attaching additional info as needed or indicated.

Special Note: The selection process for Leadership Bluegrass is competitive, with more applicants than there are positions available. While your application or recommendation does not guarantee a position in the class, IBMA does guarantee that everyone who applies will be given an equal opportunity.

APPLICANT INFORMATION

NAME: _____

COMPANY/GROUP: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

COUNTRY: _____

PHONE: Day: _____ Evening: _____ Fax: _____

EMAIL: _____

FULL TIME OCCUPATION (Music Industry Not Required):

CURRENT ROLE IN MUSIC (Check all that apply):

_____ Artist/Composer

_____ Music Merchandiser/Luthier

_____ Record Company/Publisher

_____ Agent/Manager

_____ Association Leader

_____ Event Producer

_____ Print Media/Education

_____ Broadcast Media

Other: _____

EXPERIENCE IN MUSIC INDUSTRY (Outline applicant's professional or semi-professional involvement in music):

CIVIC/COMMUNITY LEADERSHIP OR INVOLVEMENT:

WHY ARE YOU INTERESTED IN BEING A CLASS MEMBER OF LEADERSHIP BLUEGRASS?

(Please attach your response, in 500 words or less.)

Being fully aware of the requirements of Leadership Bluegrass if selected as a participant, I state that I am able to commit to the program. I understand that attendance at the complete three-day schedule of events from 9 a.m. on Tuesday to 4:30 p.m. on Thursday is required for graduation. If I am recommending someone for Leadership Bluegrass, I hereby expect that the above referenced applicant will be able to commit to fulfilling the program's requirements.

Signature: _____ Name (please print): _____

Phone (if recommending another person): _____ Date: _____

RETURN BY NOVEMBER 15, 2010, to Leadership Bluegrass, c/o IBMA 2 Music Circle South, Ste 100, Nashville, TN 37203

A participant fee of \$300/IBMA Members or \$370/non-members is payable to IBMA after you have been invited to attend. For info on partial scholarships based on financial need or travel expense, call 888-GET-IBMA or 615-256-3222.

If invited to attend Leadership Bluegrass 2011, I do I do not expect to apply for a partial scholarship. (Please check one.)

LEADERSHIP BLUEGRASS 2011

Tuesday – Thursday, March 8-10, 2011

BMI; Nashville, Tennessee

Tuesday, March 8

8:45-9:15 a.m.	Check in & Registration
9:15-9:45 a.m.	Welcome
9:45-11 a.m.	Opening Remarks
11-11:15 a.m.	Break
11:15 a.m.-12:30 p.m.	The State of the Industry & a Profile of the Bluegrass Consumer
12:30-2:30 p.m.	From the Past into the Future: An Interactive Group Session (& Lunch)
2:30-3:45 p.m.	Leadership
3:45-4 p.m.	Break
4-5:30 p.m.	Songwriting & Publishing 1: Getting Paid for Making Up Stuff Songwriting & Publishing II: Legal Contracts
5:30-5:45 p.m.	Announcements
7-11 p.m.	Reception for Class of 2011

Wednesday, March 9

7:30-8:30 a.m.	Continental Breakfast
8:30-9:30 a.m.	Getting Music to Consumers: Media – From the Present to the Future
9:30-9:45 a.m.	Break
9:45-11:15 a.m.	Getting Music to Consumers: Music Distribution & Technology
11:15-11:25 a.m.	Break
11:25 a.m.-12:30 p.m.	Getting Music to Consumers: Youth & Adult Education
12:30-2 p.m.	Luncheon: Individual Presentations
2-3 p.m.	SWOT Team Exercise (Strengths, Weaknesses, Opportunities, Threats)
3-4 p.m.	Getting Music to Consumers: Performance & Live Music
4-4:15 p.m.	Break
4:15-5:15 p.m.	Open Forum
5:15-6:30 p.m.	An Artist's Perspective
6:30-6:45 p.m.	After hours/Transportation Announcements
6:45-7:15 p.m.	Reception, sponsored by BMI
7:15-9 p.m.	Dinner, sponsored by BMI

Thursday, March 10

8-9 a.m.	Breakfast at IBMA office
9-9:15 p.m.	Return to BMI
9:15-10:30 a.m.	The Artist's Team (and You May Be Playing Solitaire)
10:30-10:45 a.m.	Break
10:45 a.m.-Noon	Media, Publicity & Marketing
Noon-1 p.m.	Open Forum or "The Next 10 Years"
1-2:15 p.m.	Graduation Luncheon
2:15-2:30 p.m.	Group Photo & Class Rep
2:30-3:15 p.m.	Leadership Opportunities
3:15-3:45 p.m.	Program Evaluation & Closing Comments
3:45-4:30 p.m.	Leadership Bluegrass Alumni Info, Evaluation, Goodbyes & Adjourn

*All times listed are Central. Topics and times listed are subject to change.
Class members should plan to be at all scheduled events, including meals.*