



TEATRO ALLA SCALA



Equipping Cultural Managers for Today's Job Market

An educational perspective

Accademia Teatro alla Scala

FIGURES

4 DEPARTMENTS



- Music
- Dance
- Stage - Lab
- Management

30 COURSES



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Management Department

- Master in Performing Arts Management
- Executive Educational Path –
Executive Fundraising Program

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- The added Value of our Program
- Close Relationship with La Scala Theatre
- Global Overview

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- Partners

- Class Profile

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OUR PERSPECTIVE

- Broader-based vision, the importance of Goals and Tools.

Why work in the Business of Art?

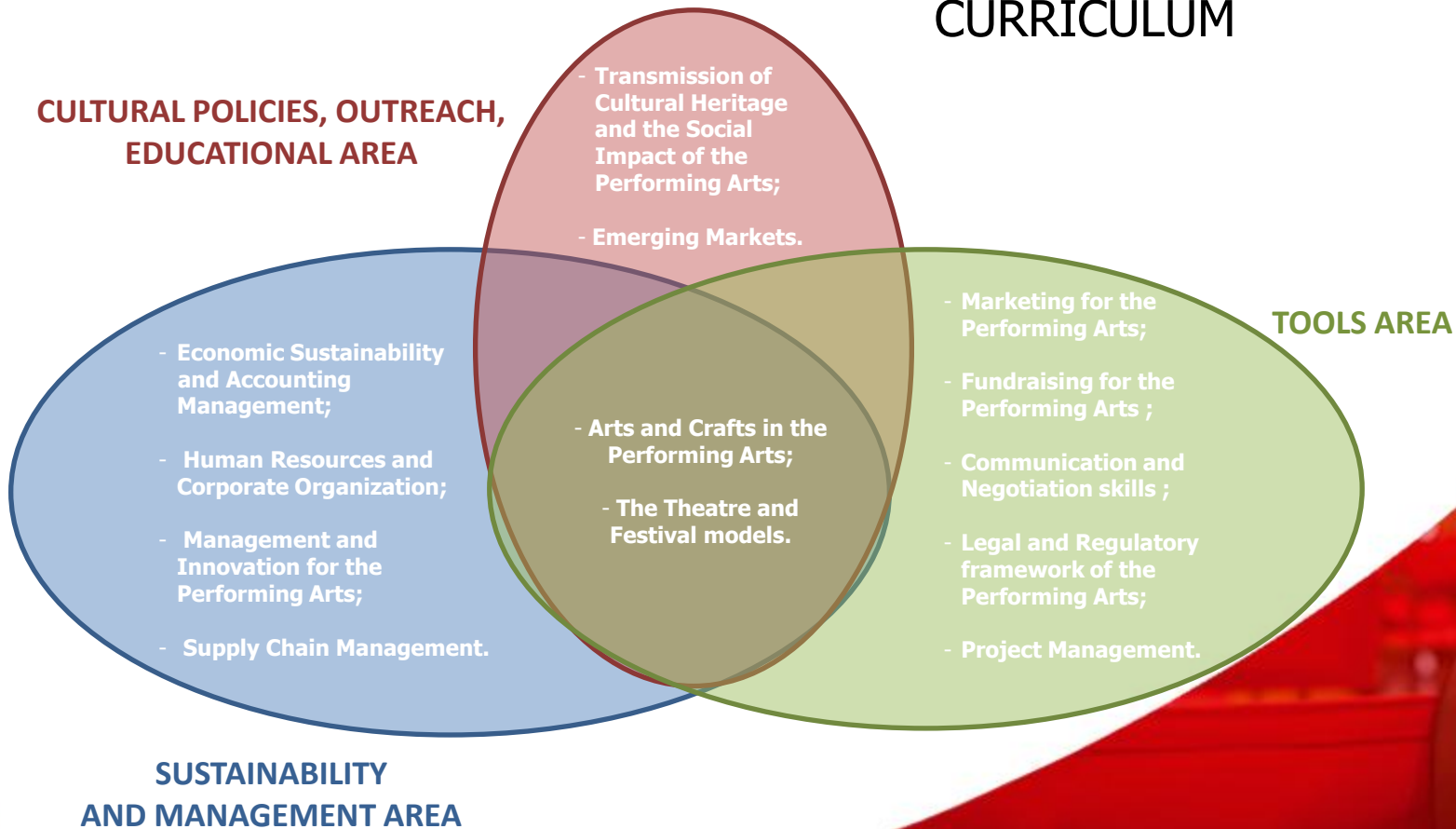
- Global Network

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CURRICULUM



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TRAINING ON THE JOB

- Field Project
- Internship
- Mentoring

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CHALLENGES

- Achieving Sustainability coupled with Artistic Excellence
- Creating Long-term Value
- Managing the Stakeholders
- Working on the Global Market

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SUSTAINABILITY

- Sustainability is key for every organization due to:

- Reduction in public funds
- Increase in entertainment opportunities
- Slow economic recovery especially in Europe

- What is Sustainability?

- Long-term and short-term vision together
- Multi-faceted concept

- How to manage Financial Sustainability?

- Performance management
- New approach to revenue development

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CREATING LONG TERM VALUE

- How to build Future Demand for the Performing Arts?
 - Foundation work *vs* Audience development

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Global Market

- Cultural Competence
- Cultural Diversity
- Cultural Identity

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OPPORTUNITIES

- Managing the Supply Chain
- Innovation & Technology

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SUPPLY CHAIN

- To achieve Long-term Sustainability, the opportunity is to search for efficiency addressing the whole Supply Chain;
- Supply Chain in the Performing Arts is a system made of processes, people and other resources aimed at acquiring, moving and transforming materials to deliver performances.

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SUPPLY CHAIN

• What Opportunities?

- Modeling the supply chain, considering the flow of material and people
- Searching for ways to improve efficiency (input/output) without neglecting effectiveness
- Considering the performance before and beyond its duration

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INNOVATION & TECHNOLOGY

- Another important opportunity is given by Innovation and the adoption of New Technology in the Performing Arts
- Our approach is sustainable adoption, in which all decisions to innovate must be assessed in relation to sustainability:

– **What is the Investment?**

– **What is the Value?**

– **Which Partners are needed?**

– **Possible Exit Barriers?**

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- International Program
- Trains Young Professionals for Roles in a variety of Performing Arts Management Departments
- MIP Partnership: fundamental for preparing Professionals in new areas of Management

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