



**HARRIS**  
INSTITUTE



**PROFESSIONAL  
DEVELOPMENT  
PROGRAM**

**PROFESSIONAL DEVELOPMENT PROGRAM**

**July 2 AND 3, 2016**

**WEEKEND CERTIFICATE COURSES**

Live Sound, Artist Management, Pro Tools, Digital Marketing, Media and Music, Logic Pro X and Contracts & Negotiations.

**SATURDAYS AND SUNDAYS**

July 2 & 3, 2016 from 10:00AM to 4:00PM at Harris Institute, 118 Sherbourne Street, Toronto, Ontario. Includes complimentary 'networking lunches' in the student lounge.

**ACADEMIC ACCREDITATION**

All courses include tests, etc. as directed by faculty. Those successfully completing a course earn a Certificate.

**NETWORKING LUNCHES**

Catered lunches (sandwiches, salads, juices, coffee, etc.) are available for Registrants and Faculty at no cost between 1:00pm & 1:30pm on Saturdays and Sundays in the Lounge on the lower level.

**ACCOMMODATION**

There are twenty hotels within walking distance of Harris Institute with rates starting at \$56.66. For detailed information on the hotels and to book online google Hotels Near Harris.

**CLASS SIZES**

Classroom courses have a minimum of eight students with a maximum of eighteen and studio and lab courses have a minimum of five students with a maximum of ten, unless otherwise noted.

**REFUND POLICY**

Full tuition is due on enrollment and is refundable in full up to 7 days prior to the commencement of a course. Credit card and cheque payments are not processed until course is confirmed with sufficient enrollment.

**PRIVACY POLICY**

All personal information is held in confidence and will not be sold, rented or in any other way distributed.

**PDP BURSARIES**

(25% tuition discounts) are available to members of the organizations shown below.



CREATED WITH THE SUPPORT OF THE MINISTRY OF CULTURE AND THE





PROFESSIONAL  
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SATURDAY, JULY 2 AND SUNDAY, JULY 3, 2016



**ARTIST MANAGEMENT**

**July 2 & 3 Tuition: \$348**

An advanced introduction to Artist Management including legal aspects, recording, record companies, touring, agents, promoters, marketing, merchandising, endorsements and care of feeding of the creative.

**Faculty: Bob Roper** - Juno Award winner, former Record Promoter at Capitol/EMI, Tour Manager of Supertramp, A&R Director at Warner Music, Artist Manager, Publicist for CPI and Executive Producer of the Junos.



**CONTRACTS & NEGOTIATIONS**

**July 2 & 3 Tuition: \$348**

An advanced introduction to contract, business and copyright issues including the mechanics and application of copyright (term, transfer, protection), the anatomy of Management and Recording Contracts.

**Faculty: Anne-Marie Smith** - President, Lonestar Music Services, Former Creative Director, Warner Chappell Music Publishing. Registered Paralegal.



**LIVE SOUND**

**July 2 & 3 Tuition: \$348**

The components, assembly and operation of live sound systems including the electrics and electronics of speakers, consoles and mics, compressors, noise gates, parametric EQ's, etc.

**Faculty: Bo Cairo** - Live Sound Engineer who has mixed over 8,500 shows both nationally and internationally. Has been "in house tech" for Lee's Palace, Healey's and Clinton's.



**LOGIC PRO X**

**July 2 & 3 Tuition: \$348**

Students will become familiar with many facets of Logic Pro X including MIDI composition and editing, MIDI effects, track stacks, virtual instruments, audio recording, take folders, signal processing, synthesis and sound design (featuring Alchemy), audio pitch and time editing, automation, third-party software, mixing and mastering.

**Faculty: Don Garbutt** - Studied at the Royal Conservatory, York University and IRCAM, Paris, Specializing in computer aided composition and sound design. Clients include Procol Harum, David Bowie, and Pink Floyd.



**DIGITAL MARKETING**

**July 2 & 3 Tuition: \$348**

Advanced introduction to specific marketing concepts, developments and issues related to effective online marketing, including Social Media Marketing, Database Marketing and Analytics.

**Faculty: Ashley Sperling** - Manager Digital Marketing and Strategy at Tangola Brand Partners. Previously Associate Manager, Digital at Universal Music Canada.



**MEDIA & MUSIC (PUBLICITY)**

**July 2 & 3 Tuition: \$348**

Understanding the media, building a media kit, writing a media release, the EPK, websites, special events, showcases, tour publicity, creating an image, media lists and publicity as a career.

**Faculty: Jane Harbury** - President of Jane Harbury Publicity (JHP) since 1988. The first 'Unsung Hero' award winning publicist has worked with Ben Heppner, the Juno Awards, NXNE, the Gemini Awards, and Ontario Place among others.



**Music Merchandising**

**July 2 & 3 Tuition: \$348**

This course covers concept, product and target market development with regards to design, royalty structures, manufacturing, tour merchandise, inventory and merchandising agreements.

**Faculty: Mike Balogh** - President of MOK Merchandising. Has developed merchandise for Canadian and International artists for over 20 years including The Rolling Stones, Pearl Jam, Blue Rodeo and Nelly Furtado, among others.



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**PROFESSIONAL DEVELOPMENT PROGRAM (PDP) REGISTRATION FORM**

Course	Dates	Tuition
	Sat. July. 2 & Sun. July. 3	\$
<b>Total:</b>		\$

Name:  Email:

Address:

Work Phone:  Home Phone:

Total number of courses:  Total Tuition: \$

To enroll by mail, send Registration Form with cheque or money order or deliver to Harris Institute, 118 Sherbourne Street, Toronto, ON M5A 2R2

or

To enroll by credit card, complete the following and send Registration Form or deliver to the address above or fax to 416.367.5534

Credit Card:  Visa  Mastercard

Card Number:  Exp. Date:

Note: Credit card & cheque payments are not processed until course is confirmed with sufficient enrollment.

Signature: \_\_\_\_\_

You will receive confirmation of enrollment by email or phone.

**PDP BURSARY PROGRAM**

Members and faculty of the Organizations shown on page 1 are eligible for Bursaries (25% tuition discounts) for weekend Professional Development Program courses. The Bursaries are made possible in part thanks to the marketing assistance of the Participating Organizations. Bursaries are not transferable to non-members.

If you are enrolling in a course(s), complete the following and deduct 25% from the tuition above.

I am a Member of

My Membership number is

For informaton regarding Harris Institute's one-year Diploma Programs visit:

**HARRISINSTITUTE.COM**