



HARRIS
INSTITUTE



**PROFESSIONAL
DEVELOPMENT
PROGRAM**

PROFESSIONAL DEVELOPMENT PROGRAM

OCTOBER 19/20 AND 26/27, 2013

WEEKEND CERTIFICATE COURSES (New courses in purple)

Music Publishing, Live Sound, Artist Management, Pro Tools, Digital Marketing, Final Cut Pro, Media and Music, Logic Audio, Music Supervision, Contracts, Studio Orientation, Music Marketing, **Songwriting 101**, **Tour Management and Music Merchandising**.

SATURDAYS AND SUNDAYS

October 19/20 and 26/27, 2013 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, OCTOBER 19 AND SUNDAY, OCTOBER 20, 2013



ARTIST MANAGEMENT

October 19 & 20 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

October 19 & 20 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 1 (Intro)

October 19 & 20 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.



MUSIC SUPERVISION

October 19 & 20 Tuition: \$348

Music licensing for film and television, working with producers and directors, ownership issues, music supervision and negotiating strategies.

Faculty: Yuri Gorbachow - 2009 Gemini Award and MPSE Golden Reel Award winning audio post specialist. President, of Aesthetic Corporation, a company that specializes in sound tracks for film and television.



MUSIC MARKETING

October 19 & 20 Tuition: \$348

Traditional marketing concepts vs music industry marketing concepts, product, pricing and promotion strategies, marketing tools, wants vs needs, marketing goods vs services.

Faculty: Dan Broome - Former VP Operations and Administration of True North Records and the Finkelstein Management Company Ltd. Director, Arts Management Program (AMP), Harris Institute.



MEDIA & MUSIC (PUBLICITY)

October 19 & 20 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.



PRO TOOLS






October 19 & 20 Tuition: \$348

A thorough introduction to Pro Tools including system optimization, hardware set up, session displays, edit and mix windows, recording and importing audio, editing, fades, plug-ins, bouncing, exporting.




Faculty: Shahab Mobasher - Engineer for JF & Dark House Films and 01 System Studio. He holds four Avid certifications including Music Expert for Pro Tools HD8 and HD9. He is a Harris alumnus (honours diploma) and a Master's graduate from Edinburgh Napier University.

PROFESSIONAL DEVELOPMENT PROGRAM

SATURDAY, OCTOBER 26 AND SUNDAY, OCTOBER 27, 2013

	<p>MUSIC PUBLISHING October 26 & 27 Tuition: \$348</p> <p>The Copyright Act, types of work, term of copyright, economic and moral rights, the Berne Convention, etc., publishing agreements, SOCAN, performing rights, mechanical, controlled composition clause, etc.</p> <p>Faculty: Dave Betts - Juno Award winner, former Member Services Representative at the Society of Composers and Music Publishers of Canada (SOCAN) for 10 years.</p>
	<p>STUDIO ORIENTATION 1 (INTRODUCTION) October 26 & 27 Tuition: \$444</p> <p>Prerequisite to Studio Orientation 2 (Intermediate). Practical Lab takes place in the studio including studio tour and overview, including the console, mic input, output buss, aux, sub groups, signal processing, outboard equipment, recording drums, overdubs, vocal, mixing, track sheets, mastering, etc.</p> <p>Faculty: Tom Heron - Chief Engineer at Reaction Studios for 15 years, Director, Audio Production Program (APP)</p>
	<p>PRO TOOLS October 26 & 27 Tuition: \$348</p> <p>A thorough introduction to Pro Tools including system optimization, hardware set up, session displays, edit and mix windows, recording and importing audio, editing, fades, plug-ins, bouncing, exporting.</p> <p>Faculty: Shahab Mobasher - Engineer for JF & Dark House Films and O1 System Studio. He holds four Avid certifications including Music Expert for Pro Tools HD8 and HD9. He is a Harris alumnus (honours diploma) and a Master's graduate from Edinburgh Napier University.</p>
	<p>LOGIC AUDIO October 26 & 27 Tuition: \$348</p> <p>MIDI and audio recording and mixing, signal processing, automation and file management using Logic Studio including waveform edit window, crossfades, time and pitch algorithms, hyperdraw, etc.</p> <p>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, Pink Floyd. and Oscar Peterson.</p>
	<p>DIGITAL MARKETING October 26 & 27 Tuition: \$348</p> <p>Advanced introduction to specific marketing concepts, developments and issues related to effective online marketing, including Social Media Marketing, Database Marketing and Analytics.</p> <p>Faculty: Ashley Sperling - Manager Digital Marketing and Strategy at Tangola Brand Partners. Previously Associate Manager, Digital at Universal Music Canada.</p>

NEW COURSES

	<p>Music Merchandising October 26 & 27 Tuition: \$348</p> <p>This course covers concept, product and target market development with regards to design, royalty structures, manufacturing, tour merchandise, inventory and merchandising agreements.</p> <p>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.</p>
	<p>Tour Management October 26 & 27 Tuition: \$348</p> <p>A comprehensive look at the tools, tasks and objectives of a Tour Manager in the music industry including the contract rider, stage plots, ad mats, advances, the show, travel, show day and settlements.</p> <p>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.</p>
	<p>Songwriting 101 October 26 & 27 Tuition: \$348</p> <p>An introduction to the art and craft of songwriting including song structure, lyrics, melody, hooks, song styles etc.</p> <p>Faculty: Fergus Hambleton - Juno Award winner, singer, songwriter, multi-instrumentalist and producer. With 6 albums and numerous national and international awards, he has fronted the Sattalites for twenty-five years and released 3 solo albums for Capitol/EMI and Axe Records.</p>



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PROFESSIONAL DEVELOPMENT PROGRAM (PDP) REGISTRATION FORM

Course(s)	Dates	Tuition
1.	Sat. Oct. 19 & Sun. Oct. 20	\$
2.	Sat. Oct. 26 & Sun. Oct. 27	\$
Total:		\$

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