

# Discussion Topics

- 1. Self-Evaluation**  
How to do it?
- 2. Assessing the Landscape**  
Ways of seeing what's out there and evaluating it
- 3. Your Image and Identity**  
How to create and control your image and stand out in a crowded field
- 4. Using Technology**  
Social and traditional media; communication
- 5. Networking**  
Reaching beyond your present circle; ways of introducing yourself to others; programs and opportunities during the summer months; participating in online organizations;
- 6. Dealing with Challenges**  
The bad review; the audition rejection; the memory slip; your group breaks up
- 7. Ask Not What Your Presenter Can Do For You**  
Solving problems for those who might engage you
- 8. So You want to be a Presenter? Programming and Presenting 101**
- 9. Successful Careers Analyzed, Past and Present**
- 10. Industry Professionals from Managers to PR Firms: What They Do and Don't Do**
- 11. Teaching as a Career**
- 12. Adult Education for Listeners and Amateur Players**
- 13. Building Communities through Music**
- 14. Listener Trust and Loyalty, the Magic Ingredients**
- 15. Leading by Example in the Arts**
- 16. Concert Spaces: Use Them to Grow Your Audience**
- 17. Stage Behavior: The Theatrical Element**
- 18. Programming Classical Music Today**