



University of Arts in Belgrade



UNESCO Chair for Interculturalism, art management and mediation in the Balkans is cordially inviting you to attend cycle of lectures with

DRAGAN AMBROZIĆ

expert in field in music culture and management

SECRETS AND CHALLENGES OF THE MAJOR MUSIC EVENTS

University of Arts, Festive hall,
Kosančićev venac 29, Belgrade



MONDAY 06th of March 6-7.30 p.m.

"Organization of concerts: from program idea to business offer"

How to choose a good music program and shape a business offer that will bring the desired foreign artist to our country?

The first lecture from this cycle deals with the skills of recognizing potentially high-quality music programs, making decisions related to making calls and negotiating with selected musicians, how to prepare a business project from an imagined concept and practical methods of realization in organizational, communication and financial terms.

TUESDAY 7th of March 6-7.30 p.m.

"Concert Project Development"

How to properly plan a concert? From what stages, actions and procedures does the quality preparation of a public musical event consist?

The second lecture deals with the practical aspects of organizing a concert event, including technical, logistical, business and other elements of realization in time and space, with special reference to comparative planning by sectors and teams.

FRIDAY 10th of March 6-7.30 p.m.

"Implementation of the concert project"

How to perform a concert of foreign musicians in our country responsibly and safely for all participants? Analysis of the day when the concert takes place - how to control the event from the arrival of the artist, through the performance, to his/their departure?

The third lecture introduces us to the concert event itself, a detailed description of the steps taken regarding musicians, the audience, security, media promotion and post promotion, ecological aspects of the event, obligations to the state, business and other aspects, as well as financial resume.

Biography:

Dragan Ambrozić (1962), graduate in communication studies, since 1986 he has been publishing texts about music in numerous printed magazines and portals (Student, Rok, Mladost, Beorama, Vreme, Popboks, Nova). One of the founders and editors, and then the publisher of the alternative magazine "Ritam" (Guide to popular culture, 1989-1995), in which new standards of understanding of contemporary popular culture were established in former Yugoslavia. In total, he published over 2,500 texts about popular music and cultural phenomena. Since the beginning of 1990, he organized a series of concerts, mostly foreign – through his own initiative, and as the music editor of the FLU Academy club and the B92 concert agency. Since 2003 he has been the artistic director of the main stage (Main stage) of the EXIT festival - the most prestigious international music events in the region. He has been employed since 2005 as the editor-in-chief and music editor of Dom omladine Belgrade cultural center, and after the renewal of the Belgrade Jazz Festival in the 2005, he became its program manager. As a concert promoter, he promoted over 3,000 musical events, concerts and festival programs in Belgrade, Serbia and the region.
