

# Uttwil Master Classes 2017

## // Career Management

**August 22, 2017**

### **Lecture/Discussion: Career Management in Classical Music**

This short lecture and discussion will give an overview of the classical music industry and demonstrate how classical musicians can work on improving their own careers.

The requirements for being a successful classical musician have rapidly changed in the last decades. Mastering an instrument became the base for a 360-degree-profile of an artist. Participants of this lecture will gain an insight into the music market, strategic career planning, management processes, marketing skills and there will be room for discussion and questions.

The lecture will be followed by private career advice sessions on the next day.

**August 23, 2017**

**Career Advice:** Participants will receive private sessions of 30 minutes each in order to discuss questions about their personal careers. This can range from strategic questions, organisational questions, contract-issues to optimizing an artist-portfolio.

(possibility for 12 participants)

### **Lecturer**

Artistic and strategic consultant Andreas Vierziger has collaborated with clients such as Vivienne Westwood, the Welsh National Opera, record labels, international festivals and many artists. As a former artist manager at Buhl Artists Management he regularly worked with the most important orchestras, festivals and concert presenters across the world as well as with some of today's most renowned classical musicians.

As a lecturer he is invited to speak at international institutions such as the Palais des Beaux-Arts Brussels as well as the music universities of Vienna, Salzburg, Hanover, Helsinki and others.