



Jeffrey Nytch

Workshops • Lectures • Residencies

Professor Nytch draws from his experience in higher education, the concert hall, and his time as an arts administrator, businessman, and composer to bring engaging lectures and interactive workshops to your institution. Below are some of his most popular offerings, all of which can be stand-alone presentations or as part of a multi-day residency. Professor Nytch's aim is to create a program that is custom-tailored to the particular needs of your institution, your faculty, and your student body.

WORKSHOPS

The Entrepreneurial Musician

This interactive and paradigm-shifting session challenges students to define the purpose of their art in terms of the audience they seek to reach and how it will impact them. Participants will learn the core principles of entrepreneurial thinking and how they apply to the arts. Topics include crafting a value proposition, five steps for implementing the entrepreneurial process, and why our artistic product is our most valuable asset, never to be compromised. For all audiences.

Presentation Options

60-minute interactive lecture

2-hour workshop

Day-long, in-depth workshop

"Jeff knows how to speak directly to students, regardless of background, and implore each one of them to pursue their boundless potential. One big takeaway from his session is the idea that realizing that potential is not just a matter of seizing existing opportunities, but of creating new ones. It's a message that has value for every young musician today!"

*Jonathan Kuuskoski, Assistant Director for Entrepreneurship & Career Services
School of Music, Theatre & Dance—University of Michigan*

"Jeff's lecture was one of the highlights of our year!"

*Peter Thoresen, Former Project Jumpstart Coordinator
Jacobs School of Music—Indiana University*

"Implementing some of the ideas and techniques you illustrated has made a big impact on my chorus and board!"

*Woody Faulkner, Artistic Director
Triad Pride Men's Chorus*

Why Don't We Riot Anymore? Classical music concerts for the 21st century

Using the famous riot at the premiere of Stravinsky's *Rite of Spring* as a point of reference, this provocative lecture explores how changes in culture and technology have marginalized concert audiences, and offers powerful suggestions on what we can do to bring the classical music concert back into the American mainstream. Full all audiences.

Presentation Options

60-minute interactive lecture

Day-long full workshop

"Jeff's engaging talk on the state of classical music and the urgent need to recapture innovation and provocation in the concert experience balanced a forward-thinking philosophy with concise historical examples to show us that, indeed, artists have always been entrepreneurial."

*Jonathan Kuuskoski, Assistant Director for Entrepreneurship & Career Services
School of Music, Theatre & Dance—University of Michigan*

The Conductor as Curator: Artistic programming, organizational identity, and audience engagement

With the world of classical concert music undergoing tremendous changes, artistic planners must re-examine the role their programming plays in the life of their organizations. Today's artistic planners must take a more active and holistic role in shaping the identity of their groups, creating meaningful connections with their audience, and making their organizations a uniquely valuable asset in their communities. Geared for conductors, artistic administrators, and civic arts planners.

Presentation Options for "The Conductor as Curator"

60-minute interactive lecture

Day-long full workshop

"The response to your lecture has been extremely positive, and the issues you illuminate are universal."
Craig Kirchoff, Former Director of Bands (retired)—University of Minnesota

Crowdfunding: Raising dollars through community

Crowdfunding can be a powerful tool for creatives looking to raise money for projects, but it's not always as easy as it looks. In this interactive session, misconceptions surrounding crowdfunding are debunked – and replaced by strategies that have been tested in the trenches. Done well, crowdfunding can do more than help you raise dollars; it can help you build a deeper connection with your audience and community.

Presentation Options

60-minute interactive lecture

2-hour workshop

"Both crowdfunding campaigns that launched after attending Jeff's seminar reached their goal!"
Donna Wang Su, Bienen School of Music—Northwestern University

Entrepreneurship and Creativity: A match made in heaven

The "art vs. commerce" dichotomy – namely, that the creative impulse and the business impulse are fundamentally opposed to one another – is well-entrenched in both higher education and society at-large. For those in creative endeavors like the fine/performing arts, design, architecture, etc., this bias keeps students and practitioners from understanding how to unlock value for their work, for fear of needing to "sell out." Meanwhile, business practitioners limit the vision and impact of their

work by failing to appreciate the role of creativity in developing innovative ventures that thrive in the marketplace. This thought-provoking talk identifies several principles that exist in both artistic and commercial enterprises, and demonstrates how much businesspeople and creatives can each support, empower, and inspire the other. Ideal for business students and introductory entrepreneurship courses.

Presentation Options

60-minute interactive lecture

“We really appreciated you sharing your lessons and ideas on creativity in entrepreneurship!”
*Ken Szymusiak, Managing Director-Burgess Institute for Entrepreneurship & Innovation
Broad College of Business-Michigan State University*

Symphony No. 1: Formations – lectures and presentations

In 2013, the Boulder Philharmonic and the Geological Society of America teamed up to commission Jeffrey Nytech’s first symphony, inspired by the geology of the Rocky Mountains. This exciting work has thrilled audiences and received extensive press nationally and internationally. Professor Nytech has developed a number of presentations that can take place as either valuable case studies for students to see entrepreneurial principles in action, as classroom lecture-performances, or as pre-concert talks. A 2016 residency presented all three of these talks in a variety of settings, culminating with a live performance of the symphony by the university orchestra; the whole campus was abuzz!

An Entrepreneurial Symphony

Hear the inspiring story behind the commissioning, funding, creation, and promotion of the *Formations* symphony. An excellent case study in how entrepreneurial principles can go beyond just supporting artistic projects; those principles can actually inspire and empower the art itself. Can be tailored for composition students, conductors, or general audiences.

Presentation Options

60-minute lecture

A Geological Symphony

In this talk, specifically for geoscientists and informed hobbyists, Professor Nytech draws on his geology background to create an in-depth exploration of the geology behind *Formations*, and then illustrates his process for using the geologic story of the Rocky Mountains to inspire the music of the symphony. With recorded musical excerpts.

Presentation Options

60-minute lecture

Anatomy of a Symphony

This lecture discusses the form of the symphony, geology behind the music in layperson’s terms, and the creative process for translating a scientific journey into a musical one.

Presentation Options

30-minute or 45-minute pre-concert talk for audiences

60-minute lecture for composition students and others interested in the creative process

“Jeff’s symphony is an incredible example of arts entrepreneurship in action.”
Greg Sandow, “The Future of Classical Music” blog

Sample Residencies

Residencies can range from a single day to an entire week, depending on your needs and interests. Professor Nytch aims to customize an itinerary that maximizes his impact on students, faculty, and administrators, and he is open a wide variety of possibilities to teach, consult, and engage. Packages can be modified to fit your budget, but all residencies require airfare, hotel, and an honorarium to be negotiated. Below are a few examples of what a typical residency might look like.

Single-day Visit

8am | Breakfast with host(s)

9-10:30 | Consulting session with Faculty and Administrators: What is arts entrepreneurship, and how might it operate at your institution? [For institutions with existing programs, how might your offerings be expanded and improved?]

11am-Noon | Keynote lecture for the entire school

Lunch: meet informally with students and faculty

1:00-2:30 | Afternoon workshop

3:00-4:00 | Composition seminar

6:30pm | Dinner with students, faculty, and/or administrators

** Note: Professor Nytch requests that he not travel on the same day as presenting, so as to maximize the day for residency activities.*

Multi-day Residency

Day One:

Arrive late afternoon; dinner with faculty host/administrators

Day Two:

See single-day sample above

Day Three:

9am-Noon | Student advising sessions, composition lessons, in-class visits (composition seminar, conducting seminar, entrepreneurship class, business school class), in-depth workshop, etc.

Depart late afternoon