



# OPENING MORE EMPLOYMENT GATES FOR ART AND MUSIC STUDENTS



## OMEGA PROJECT



Erasmus+ Key Action 2 Strategic Partnership Project

Title	Opening More Employment Gates for Art and Music Students (OMEGA)
Project No	2014-1-TR01-KA203-013379
Coordinator	Yasar University (Turkey)
Partners	CIT Cork School of Music (Ireland) Be Artive (Greece) Conservatorio Statale di Musica «E.F. Dall'Abaco» (Italy) Ionian University (Greece) University Abat Oliba CEU (Spain) Institute of Education and Youth Studies Association (Turkey)
Budget	137.973,00 €
Aim of the project	The aim of OMEGA is to provide basic skills on project management, entrepreneurship, training design and business management for the students of art and music students through preparing and implementing an innovative course module.



# O1: "Art and Music Students in Business" Course Module


- In line with the general objective of the OMEGA project, a 14 weeks course curriculum has been prepared and designed by the involvement of all project partners.


The course content includes:

- ❖ designing a project (in art and music industry or in other businesses as a social responsibility activity)
- ❖ designing a team building activity (workshop or training)
- ❖ organizational management



## **O2: Comparative Country Analysis on Business-Art Cooperation**

- The report consists of contemporary art practices and best examples from all the partner countries. These examples play crucial role in the development of OMEGA course materials. Besides the comparative country analysis, the need analysis provided a significant role in the creation of the course module.
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# O3: Guidance and Course Content Book

➤ This book includes all selected teaching materials and case studies from the OMEGA project.

➤ **Contents:**

**Chapter I:** The Entrepreneur's Guide to Creating a Flexible Personal Archive

**Chapter II:** Soft Skills

**Chapter III:** Marketing in Arts Organizations

**Chapter IV:** Entrepreneurship and Business Plans

**Chapter V:** Project Management and Fund Raising



# OMEGA Intensive Programme

## 6-15 April 2016

- The students took part in an intensive pilot course at Yasar University, Izmir. During this period they worked in a stimulating international environment. They were divided into five “working groups”, each consisting of students from different disciplines and countries. They attended lectures, engaged in practical seminars and carried out individual project work. Through a mix of theoretical knowledge and hands-on experience they learned about the “entrepreneurial mindset” and acquired the basic skills in marketing, promotion, project management, finance and law that are essential to a young artist.

## OPENING MORE EMPLOYMENT GATES FOR ART AND MUSIC STUDENTS (OMEGA) PROJECT INTENSIVE PROGRAMME (05-16 APRIL 2016) SCHEDULE

WEEK 1						
HOURS	DAY 1 06 April 2016	DAY 2 07 April 2016	DAY 3 08 April 2016	DAY 4 09 April 2016	DAY 5 10 April 2016	DAY 6 11 April 2016
09:30 -10.30	<b>Registration &amp; Welcome:</b> Introduction of Yasar University and OMEGA Project  <i>By Burcu Kiper (Yasar University)</i>  <b>Coffee Break</b>	<b>Reality and Expectations: Fundraising</b>  <i>By Kathy-Ann Koralek (Conservatorio Di Musica "E. F. Dall'Abaco)</i>	<b>Soft skills</b>  <i>By Dimitra Trypani (Ionian University)</i>	<b>Soft skills</b>  <i>By Dimitra Trypani (Ionian University)</i>	<b>Free Day Cultural Activity: Trip to Sirince Village (optional)</b>  <b>OR</b>  <b>Reflection and brain storming for project presentation</b>	<b>Project Management</b>  <i>By Emin Bakay (Institute of Education and Youth Studies Association)</i>  <i>Güldan Kalem (Yasar University)</i>
10.30-12:30	<b>Soft skills</b> <i>By Hugh Ward Perkins, (Conservatorio Di Musica "E. F. Dall'Abaco)</i> <b>**This course will start at 11.30</b>		<b>Marketing</b>  <i>By Antonia Chantzi (Be Artive)</i>	<b>Business Plan</b>  <i>By Carmen Parra Rodriguez, Fundacio Privada Universitat Abat Oliba CEU</i>		
12:30- 14:00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		LUNCH BREAK
14.00-17.00	<b>Documents</b>  <i>By Assist.Prof.Dr.Paolo Susanni (Yasar University)</i>	<b>Software</b>  <i>By Jiannis Toulis (Ionian University)</i>	<b>Marketing</b>  <i>By Erato Alakiozidou (Be Artive)</i>	<b>Business Plan</b>  <i>By Carmen Parra Rodriguez, Fundacio Privada Universitat Abat Oliba CEU</i>  <i>Michael Joyce (Cork School Of Music)</i>		<b>Project Management</b>  <i>By Emin Bakay (Institute of Education and Youth Studies Association)</i>  <i>Güldan Kalem (Yasar University)</i>
Evening	Free time for participants	Free time for participants	Free time for participants	Free time for participants		Free time for participants



**OPENING MORE EMPLOYMENT GATES FOR ART AND MUSIC STUDENTS (OMEGA) PROJECT  
INTENSIVE PROGRAMME (05-16 APRIL 2016) SCHEDULE**

WEEK 2				
HOURS	DAY 7 12 April 2016	DAY 8 13 April 2016	DAY 9 14 April 2016	DAY 10 15 April 2016
9.30-12.30	<b>Project Management for Case Studies</b>  <i>By Emin Bakay (Institute of Education and Youth Studies Association)</i>  <i>Güldan Kalem (Yasar University)</i>	<b>Soft skills</b>  <i>By Hugh Ward Perkins, (Conservatorio Di Musica "E. F. Dall'Abaco)</i>  <i>Olga Lasaga (Fundacio Privada Universitat Abat Oliba CEU)</i>  <i>Dimitra Trypani (Ionian University)</i>	<b>Group Work: Preparation of project presentations: Tutorial</b>  (All trainers involved)	<b>Finalizing Presentations</b>
12:30- 14:00	LUNCH BREAK	LUNCH BREAK		LUNCH BREAK
14.00-17.00	<b>Project Management</b>  <i>By Emin Bakay (Institute of Education and Youth Studies Association)</i>  <i>Güldan Kalem (Yasar University)</i>	<b>Business Plan</b>  <i>By Michael Joyce (Cork School Of Music)</i>		<b>Dragon's Den</b>
Evening	Free time for participants	Free time for participants		Closing and Certificate Ceremony



COURSE	INSTRUCTOR	INSTITUTION	COURSE DESCRIPTION
Soft Skills	Hugh Ward-PERKINS Dimitra TRYPANI Olga LASAGA	Conservatorio di Verona Ionian University University Abat Oliba CEU	Distinction between team-work and team building. Identifying and analysing key elements/components related to team-working and team building skills. The four stages of team-building.
Documents	Paolo SUSANNI	Yasar University	1.The Curriculum Vitae (CV) 2.The Resume 3.The cover Letter and Letter of Interest 5.The Personal Statement 6.The Personal Biography 7.The Artistic Portfolio 8.Preparation for Interviews
Reality and Expectations: Fundraising	Kathy-Ann KORALEK	Conservatorio di Verona	-General introduction to philanthropy and fundraising -Identifying potential donors in various creative sectors -Building audiences -Crowdfunding
Software	Jiannis TOULIS	Ionian University	Introduction of Linux operating system and useful programs in art field.

COURSE	INSTRUCTOR	INSTITUTION	COURSE DESCRIPTION
<b>Marketing</b>	Antonia CHANTZI Erato ALAKIOZIDOU	Be Artive	Marketplace Overview Organization Structure Mission & Competition Targeting Audiences & Audience Engagement Social Media Branding & Brand Archetypes Advertising and Promotions Communications & PR Visual Arts and Producing Large Scale Events Strategic Marketing Plan Sales Strategy & Pricing Sponsorship Marketing
<b>Business Plan</b>	Michael JOYCE Carmen Parra RODRIGUEZ	Cork Institute Of Technology University Abat Oliba CEU	Introduction to business plans & overview of content Executive summary Vision statements Mission statements Business Environment Company and Product Description
<b>Project Management</b>	Emin BAKAY Güldan KALEM	EGECED Yasar University	<b>What is a Project?</b> 1.Project management 2.Logical Framework Approach 3.Selection of the group members <b>Analysis Phase:</b> 1. Stakeholder Analysis 2. Problem Analysis 3. Analysis of Objectives 4. Strategy Analysis

# 1<sup>st</sup> Day



➡ Registration & Welcome





## ➤ Soft skills

By Hugh Ward Perkins



## ➤ Documents

By Paolo Susanni

## 2<sup>nd</sup> Day

### ➤ Reality and Expectations: Fundraising

By Kathy-Ann Koralek



### ➤ Software

By Giannis Toulis

# 3<sup>rd</sup> Day



## ➡ Soft skills

By Dimitra Trypani



## ➡ Marketing

By Antonia Chantzie

Erato Alakiozidou





# 4<sup>th</sup> Day

## ➡ Business Plan

By Carmen Parra Rodriguez

## ➡ Soft skills

By Dimitra Trypani



## ➡ Business Plan

By Michael Joyce



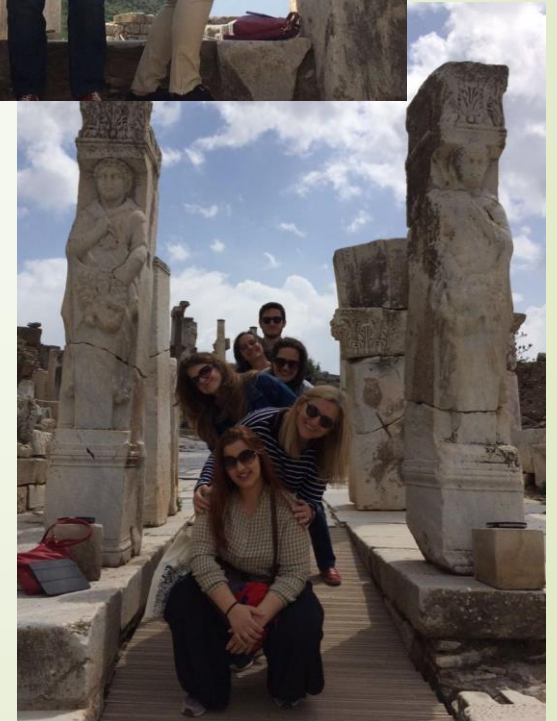
# 5<sup>th</sup> Day – Free Day



➡ Izmir



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# 6<sup>th</sup> Day

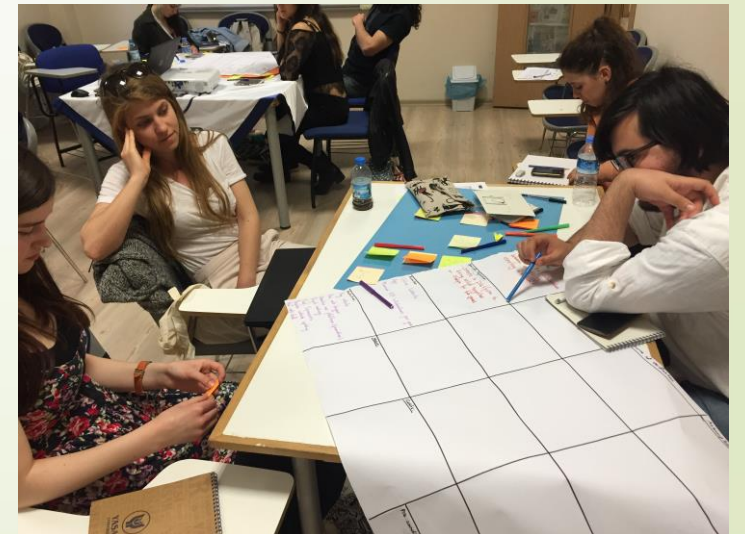


## ➤ Project Management

By Emin Bakay

Güldan Kalem

# 7th Day



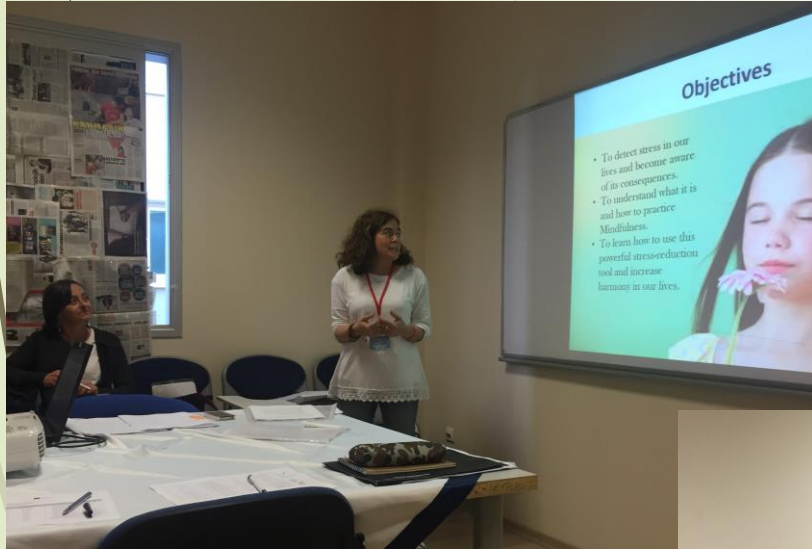
## Project Management

By Emin Bakay

Güldan Kalem



# 8<sup>th</sup> Day



## Business Plan

By Michael Joyce



## Soft skills

By Hugh Ward Perkins

Olga Lasaga

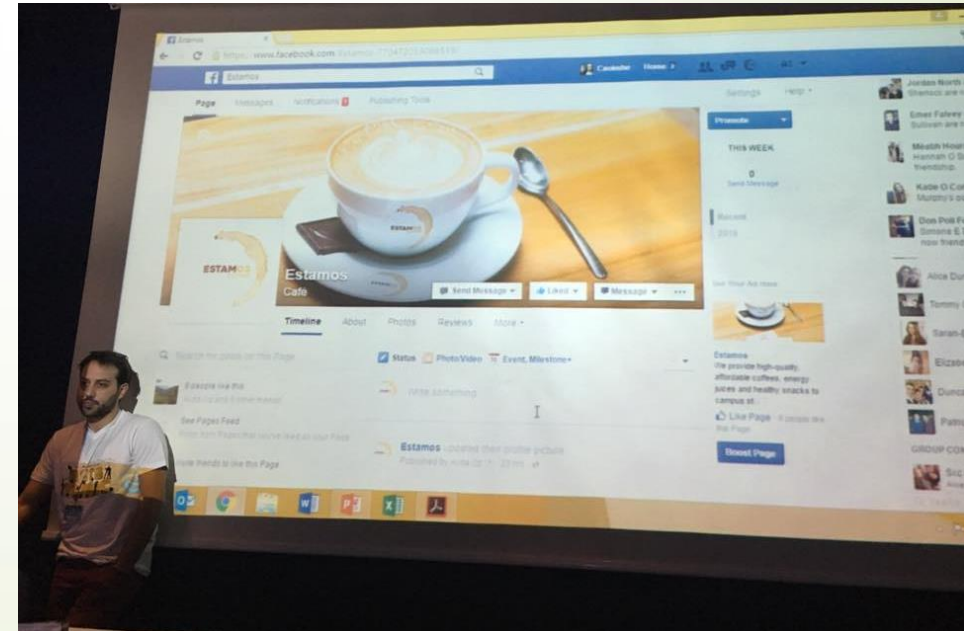
Dimitra Trypani

## 9<sup>th</sup> Day – Group Work





# 10<sup>th</sup> Day – Dragon's Den Presentations



# OMEGA International Conference 4 November 2016

- The aim of the conference is to discuss the new skill sets required to better succeed in both traditional and new music and arts career areas.

ERASMUS+  
KEY ACTION 2  
STRATEGIC  
PARTNERSHIP  
PROJECT



OPENING MORE EMPLOYMENT GATES FOR ART AND MUSIC STUDENTS

## INTERNATIONAL CONFERENCE

DATE & VENUE

November 4, 2016

Yasar University Rectorate  
Conference Hall, 10:00 AM

[omega.yasar.edu.tr](http://omega.yasar.edu.tr)

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// Opening More Employment Gates //  
for Art and Music Students

ABOUT OMEGA ▾

PARTNERS ▾

ACTIVITIES ▾

PROJECT OUTPUTS ▾

NEWS

CONTACT



Omega

For further information please visit [omega.yasar.edu.tr](http://omega.yasar.edu.tr)







**A**  
**OMEGA**

**OMEGA IP PROJECT**



# OMEGA Project Partners



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