



## CRI530: Talent Management • Winter 2017

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Office:	RCC 325A or a place to be agreed upon.	
Office Hours:	By appointment at a mutually convenient time.	
Only Ryerson e-mail accounts to be used for communication between instructors and students. All news (announcements) posted on class D2L.		

### Calendar Description

This course examines the crucial role of professional management for all types of artists and entertainers. Instruction focuses on the roles of personal manager, booking agent, talent agent, casting agent, road manager, and company manager. Additional topics will include the organization and business practices of talent agencies, talent career development, artist unions, and terms specific to the contracting of talent.

**Course Objectives.** Over the course of the term, students will develop an understanding of:

- The techniques and criteria for assessing an individual's musical and/or acting talent based on their overall commercial potential;
- How to sign a client to a management or agency agreement;
- The major revenue streams available to Managers and their Artists, and how to properly negotiate on their clients' behalf by understanding both their true and perceived value;
- The skills necessary to cast a film or television project;
- Crisis management in the Artist's career and creating proper boundaries between personal and professional relationships between the Artist and the Talent Manager;
- How Talent Managers pitch clients to future partners and investors; and
- The role that a Talent Manager plays in the day-to-day life of an Artist. How the Manager effectively plans an Artist's career in the long and short term while adapting to all of the changes that inevitably happen along the way.

### Teaching Methods

This course is taught by two instructors who alternate weekly. Methods used include lecture, video, case studies, and in-class debates.

## Assignments and Evaluation

Assignment	Description	Due Date	% of Final Mark
Attendance & Participation	Attendance and participation in classroom discussions.	Jan. 19 – Apr. 13	10
Project	Select a script for a feature film or television show. Create a Breakdown of the script as per the examples posted. Select sides for three characters and cast those three roles.	February 16th.	10
	Create a Talent Agency. Prepare photos and resumes for 5 clients. Write a mission statement.	April 6th	20
	Analyze a case study from Music Industry. You will describe how you would manage the situation. 750 to 1000 words	April 13th	15
Quiz	Agreement terms, multiple choice, in class	March 2nd	15
Essay	600 word essay analyzing the acting ability of one actor in two different films or television projects.	February 2nd	15
	Assignment: Reading 2-3 short articles regarding management agreements and disputes. Short paper (300 words maximum) speaking to questions based on articles.	February 9th	15

## **Due Dates**

Assignments must be handed in on time. Grades for late assignments will be reduced by 20% if they are received within one week of the assigned due dates. After one week the grade will be reduced by 40%. A grade of zero will be assigned for work over two weeks late. If you miss an in-class graded quiz or assignment, there may be no possibility of a make up depending on the reason for the absence.

## **Written Assignments**

All written assignments are expected to be properly formatted and cited using MLA style. Students are referred to the Creative Industries online Student Handbook, pages 16-17.

## **Classroom Expectations**

Courteous behavior is expected in class at all times. If you are disruptive in class, you will be required to leave. Please put cell phones on vibrate prior to the beginning of each class. Laptops should be used for in-class work only.

## **English as a Second Language**

Ryerson University offers support to students who may require improvement in their overall English language communication skills. Please visit English Language support at [www.ryerson.ca/stuentsevices/els/](http://www.ryerson.ca/stuentsevices/els/)

## **Other Relevant Information:**

- Any changes to the course assignments, due dates, and/or grading scheme as indicated in this outline will be discussed in class prior to being implemented.
- On occasion guest speakers may/will attend our class; students should refrain from contacting these guests after the class, unless invited to do so.
- It is the student's responsibility to contact the professor promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) or accommodations must be requested well in advance.

## **Policy Guidelines**

*This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:*

- *Policy #60: Student Code of Academic Conduct*
- *Policy #61: Student Code of Non-Academic Conduct*
- *Policy #134: Undergraduate Academic Consideration and Appeals*
- *Policy #157: Ryerson's E-mail Accounts for Official Communication*
- *Policy #159: Academic Accommodation of Students with Disabilities*

**Weekly Schedule**

**\*\*\* subject to change \*\*\***

<b>Week</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments/Notes Activities/ Due Dates</b>
<b>1</b> Jan. 19	<b>Introduction to Talent Management in the Acting Industry</b>	<a href="http://www.independent.co.uk/arts-entertainment/films/news/how-to-tell-good-acting-from-bad-acting-according-to-a-shakespearean-director-a6892731.html">http://www.independent.co.uk/arts-entertainment/films/news/how-to-tell-good-acting-from-bad-acting-according-to-a-shakespearean-director-a6892731.html</a>	600 word essay analysing the acting ability of a well known performer. Due: Feb. 2nd, 2017 <u>20% of final grade</u>
<b>2</b> Jan. 26	<b>Introduction to Talent Management in the Music Industry</b>	None	None
<b>3</b> Feb. 2	<b>The Role of the Casting Director</b>	Film Script (TBA)	Break down a script, select sides for 3 roles, cast 3 roles. Due: February 16th <u>10% of Final Grade</u>
<b>4</b> Feb. 9	<b>Finance and Revenue Streams for Artists and Managers</b>	Terminology hand-out	Prepare for Terminology Quiz taking place on March 2nd (Multiple Choice + Short Answer)
<b>5</b> Feb. 16	<b>Promotion of Actors</b>		Create a Talent Agency. Prepare photos and resumes for 5 clients. Write a mission statement. Due: April 6th 20% of Final Grade
Reading week – no class February 23			
<b>6</b> Mar. 2	<b>Negotiations: Knowing your Clients Value</b>	Online articles to be provided during class	Quiz: Agreement Terms, Multiple Choice + Short Answer 15% of Final Grade Guest Speaker Second Half of Class: Jason Parsons from the band USS Assignment: Reading 2-3 short articles regarding Management Agreements and disputes. Short paper (300 words maximum) speaking to questions based on articles. Due: March 16th 15% of final grade
<b>7</b> Mar. 9	<b>Principles and Rules of Negotiation</b>	Read the ACTRA Agreement	
<b>8</b> Mar. 16	<b>Crisis Management: Working with Creative Types / Pitching Your Artist</b>	Pitch examples to be provided in class	

<b>Week</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments/Notes</b>
<b>9</b> Mar. 23	<b>Organization of Talent Agencies</b>		
<b>10</b> Mar. 30	<b>Career Planning / Budgeting time and money</b>	Handouts on funding organizations to be given out.	
<b>11</b> Apr. 6	<b>Talent Agency Presentation</b>		Students will “sell” their actors and their Agency to the class.
<b>12</b> Apr. 13	<b>Music Managers, a Historical Perspective</b>		You will be given a case study of several real-life recent incidents involving Artists. You are asked to analyse how you would manage the situation, and come up with a plan to minimize the damages to your client’s image, avoid loss of income, protect their brand, maintain their integrity, and at the same time, show sensitivity. 750-1000 words. April 13th 15% of final grade