



## Business Opportunities in the Art World

Presented by Corinne Estrada, Paris

On September 8, 2011 Corinne Estrada, CEO of Agenda, a PR & Marketing agency in Paris specializing in communications for international cultural organizations will give a presentation on **Business Opportunities in the Art World**. The presentation will start at 4 PM in Soros Auditorium, SSE Riga. Talk will be 30 minutes long followed by an A & Q session.

Learn about trends in the Art & Business world in Europe, Asia, the US and other parts of the world. From royal art collections in the 17th century to entertainment parks in the 21<sup>st</sup> century, what happened to museums since WW2? The demand for cultural offerings has dramatically increased over the past decade. Exhibitions in the world's large museums have become blockbusters with millions of visitors and consumer products. It is time to learn how to work in order to attract private and public partners to take a profit share from the recent developments. The marketing mix, branding and communication strategies are vital components in this success story.



**Corinne Estrada** founded Agenda in 1995. Agenda is an international PR & Marketing agency specializing in arts and culture. The agency's mission is to raise the international profile of tourism destinations and cultural organizations. Corinne Estrada has developed worldwide communication campaigns, strategy and branding for hundreds of museums and galleries such as the Tate, the National Gallery of London, the Victoria and Albert Museum, Wales and many other international accounts. Agenda is currently working for the Polish Government in the scope of their presidency in the European Union.

In 2000, Corinne Estrada created the Communicating the Museum conferences, the world's leading annual event dedicated to museum professionals. In 2007, she launched the IMCA Awards to reward the best design identities for art organizations and in 2008, she initiated the first international forum about sponsorship in the arts, called Culture Business, in Paris.

Corinne Estrada has opened branches of Agenda in Berlin, Milan, London and Barcelona to offer the whole continent to her client base. Previously she has worked in travel and ticketing in the US and the UK. She has an MBA in Marketing from Pace University, New York. She has lectured in several art and business schools in Paris including HEC (Hautes Etudes Commerciales).