Uncover new paths to revenue and success in today’s entertainment world, where technology has dramatically changed how products are developed and managed—and how talent connects with audiences. Focused on trends reshaping the industry, this program will help you:

• Manage creative products and portfolios more strategically
• Balance risks and rewards to manage multiple new releases simultaneously
• Execute strategic marketing decisions that take into account different industry players’ roles
• Develop creative talent and make optimal business arrangements with talent and talent representatives
• Capitalize on the explosive growth of online distribution channels and social media
• Formulate strategies to exploit disruptive opportunities and anticipate technology’s continuing impact
• Expand your personal and professional network

WHAT YOU WILL LEARN

Through faculty presentations, group discussions, and case studies, you will examine best practices and winning strategies in the worlds of film, television, publishing, music, and sports, gaining new insight into strategic challenges in the entertainment business. Topics include:

• Allocating scarce resources across a product portfolio and managing budgets effectively
• Comparing potential strategies, such as betting on a blockbuster versus a number of smaller “plays”
• Discovering new ways to engage with audiences
• Measuring threats to revenue models, including piracy, changing consumer perceptions of a fair price, and unbundling
• Acquiring, developing, managing, and marketing creative talent, determining when it pays to bet on A-list talent, and structuring contracts
• Recognizing how online distribution channels are disrupting the entertainment landscape
• Developing product and talent strategies that succeed in the face of intensifying competition
• Understanding marketplace disruptors, such as the impact of disintermediation on current distribution models

WHO SHOULD ATTEND

Talent, such as professional athletes, musicians, and actors; talent representatives; executives in business development, marketing, and strategic planning for studios, networks, publishers, music companies, performing arts companies, sports leagues and teams, and other creative enterprises; or others active in the entertainment industry.

“More than anything, I learned to challenge the rules of the game and the way I think. This program provided real insight to help me make better decisions in my business.”

Claudine Joseph
Chief Operating Officer, LL COOL J, Inc., U.S.
LIVING. LEARNING. THE HBS EXPERIENCE.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, HBS Executive Education has been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It's a holistic experience that will enrich your career—and your life.

Value—Many of our alumni and participants call HBS Executive Education a “life-changing experience.” That’s because in addition to building your expertise, you’ll examine where you’ve been—and where you want to take your career and your organization.

Learning experience—From case study discussions and small-group projects to simulations and dynamic lectures, you'll have ample opportunities to deepen your knowledge, broaden your skill set, and collaborate with your peers.

Living on campus—During lively discussions with your living group, lunchtime conversations at the Chao Center, and evening excursions to Harvard Square, you’ll make new connections and form lasting relationships with your colleagues.

ADMISSIONS

We admit candidates to specific sessions on a rolling, space-available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

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<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>7:00–9:00 AM</td>
<td>Breakfast and Discussion Groups</td>
<td>7:00–9:00 AM Breakfast and Discussion Groups</td>
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<td>8:00 AM–3:30 PM</td>
<td>Check-In and Registration</td>
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<td>10:15–10:45 AM Break</td>
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<td>10:15–10:45 AM</td>
<td>Break</td>
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<tr>
<td>10:45 AM–12:00 PM</td>
<td>The Innovative Product Launch</td>
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<td>12:00–1:30 PM</td>
<td>Lunch</td>
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<tr>
<td>1:30–2:45 PM</td>
<td>Achieving Continued Success Across the Portfolio</td>
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<td>2:45–3:15 PM</td>
<td>Break</td>
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<tr>
<td>4:00–5:15 PM</td>
<td>Introduction: High Profile, High Stakes</td>
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<td>5:15–5:45 PM</td>
<td>Break</td>
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<td>5:45–6:30 PM</td>
<td>Welcome and Program Overview</td>
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<td>6:30–8:00 PM</td>
<td>Opening Reception and Dinner</td>
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<td>12:00–12:30 PM</td>
<td>Program Wrap-Up</td>
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Please Note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.
YOUR LEARNING ENVIRONMENT

COLLABORATIVE LIVING GROUPS
At HBS, you will be placed with a carefully selected living group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.

PREMIUM ACCOMMODATIONS AND AMENITIES
Modern, well-appointed living arrangements feature private bedrooms and bathrooms, spacious common areas, state-of-the-art technology, dining facilities, and a range of hotel-style amenities including housekeeping and dry cleaning.

PRIVATE FITNESS AND WELLNESS OFFERINGS
State-of-the-art fitness center features extensive fitness equipment; a walking/jogging track; basketball/racquetball/squash/tennis courts; swimming pool; locker rooms with whirlpool/steam/sauna; fitness classes; personal trainers; nutritionists and more.

HISTORIC AND CULTURAL HUB
HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and you'll find a rich array of arts, music, sports, dining, shopping, and other recreational activities easily accessible from campus.

FOR MORE INFORMATION, please contact a Program Advisor at: executive_education@hbs.edu | 1-800-427-5577