



**Press Release**

**For Immediate Release**

## **CANADIAN CONFERENCE OF THE ARTS ANNOUNCES DETAILS FOR NATIONAL POLICY CONFERENCE**

Ottawa, ON (June 29, 2010) – The Canadian Conference of the Arts (CCA) has announced details for its upcoming National Policy Conference, *Artists: Powering the Creative Economy?*, taking place November 1-3, 2010 at the National Arts Centre in Ottawa. The conference will feature panels, presentations and whiteboard sessions exploring policies and issues affecting the arts, culture and heritage sector within the creative economy.

As Canada and other countries move towards an increasingly flexible, digitally-based, mobile and creative economy, artists and producers of cultural content are more important players. This climate also makes artists and producers more vulnerable. The 2010 National Policy Conference will focus on the policies that will enable Canada to be a leading player in this new ecology. Since the creative economy is local, regional, national and global, the scope for discussion is vast.

"It is important that the well-being of the cultural sector is a prominent issue in the minds of all political leaders, policy leaders and Canadians alike," said Alain Pineau, National Director, CCA. "The conference will provide a unique opportunity to discuss how Canadian artists, cultural institutions and industries can continue to prosper within a rapidly changing economy."

The conference will address themes such as the role of the artist in the creative economy, the role of the artist within communities and new business models for artists. Confirmed conference panelists and participants include:

- Jian Ghomeshi, host of Q, CBC Radio One and bold TV
- Tim Jones, President and CEO, Artscape
- Gaétan Morency, Vice-President, Citizenship, *Cirque du Soleil*
- Kevin Stolarick, Research Director, Martin Prosperity Institute
- Dan Taylor, Economic Development Officer, Prince Edward County
- René Cormier, Manager of Strategy and Regional Cultural Development, Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick
- André Dudemaine, Director, Land InSights
- Annalee Adair, Executive Director, ArtsSmarts
- Garry Neil, President, Neil Craig Associates

More speakers will be announced in the coming weeks.

Being forward thinking, the conference will also include interactive and innovative components. Followers on Twitter may monitor the conference using hashtag #CCANPC and pose questions throughout the sessions. Whiteboard content modules will allow attendees to dictate topics of discussion and moderate sessions themselves. Additionally, during the Emerging Thinkers Speed Speaker Series, young leaders in the arts and culture sector will be able to communicate their vision for the artist within the creative economy through a set of short presentations.

As 2010 marks the CCA's 65<sup>th</sup> anniversary, the conference will kick off with a gala dinner on November 1 to celebrate this milestone. During the gala, the CCA will also present its annual awards, recognizing individuals who have made significant and long-standing contributions to Canada's cultural community.

Conference registration is now open. Early bird registration will be available until September 17. Special rates are available to CCA members and students. To register and learn more about the conference, visit [www.ccarts.ca](http://www.ccarts.ca).

The Canadian Conference of the Arts is a national forum for the arts, heritage and cultural community in Canada. It provides research, analysis and consultations on public policies affecting the arts and Canadian cultural institutions and industries. It fosters informed public debate and seeks to advance the cultural life of Canadians.

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