



**ENTERTAINMENT  
MASTER CLASS**

**Join**  
our  
**Master**  
**Class**

**Entertainment  
Management**  
December 2-8, 2011  
**Register now**

[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)



# Join our Master Class on **Entertainment Management**

The ENTERTAINMENT MASTER CLASS is the executive education programme for entertainment across all screens, created by the industry for the industry.

Our master class on “Entertainment Management” focuses on the skills needed to manage and lead a creative enterprise in the worldwide business of entertainment television. Industry leaders will offer visionary lectures, case studies, interactive workshops, experiential labs and plenary sessions. The five day programme will direct participants through the process of creating, developing, packaging, branding, financing, producing, marketing, distributing and protecting their entertainment properties.

Speakers will include: Gary Carter, Paul Jackson, Norman Kurland, Keri Lewis Brown, Christian Munder, Julian Newby and Geoff Posner.



**When and where?** December 2–8, 2011  
in Andermatt, Switzerland

**How much?** EUR 4,000 – including hotel  
accommodation and full board

**Questions?** [mail@entertainment-masterclass.tv](mailto:mail@entertainment-masterclass.tv)  
[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)