



Seminars by:

- CRANE Professors
- SUNY Potsdam Professors
- Career Center
- Madstop Records
- CRANE Students

FEBRUARY 24

PROFESSIONAL DEVELOPMENT DAY

10:00 a.m. – 6:00 p.m.
Break 1:00 – 2:00 p.m.

With so much competition, how do you stand out?

- What should I put on my resume?
- Does a business resume look the same as a performance resume?
- How do I market myself as a freelance musician?
- How should I promote myself?

These questions and many more can be answered at Crane's first Professional Development Day!

Not in Crane? Not a problem! This event is open to anyone who is interested, just make sure to request an Enrolment Form using the e-mail below.

Join us for a day of short sessions that are designed to help you and your professional career, from First Aid in Self-promotion to managing your band finances!

All sessions are open to all, simply pick and choose from the buffet offering – watch out for the Enrolment Form coming to all Crane students, or request it via cimbe@potsdam.edu.

Organized by the CRANE Institute for Music Business and Entrepreneurship