

Professor Kay Ferres  
Dean, Faculty of Arts

is pleased to invite you to

## **New Business Models for Cultural Companies**

a public seminar by  
**Professor Xavier Greffe**

Professor of Economics  
University Paris 1 - Sorbonne



**Professor Greffe** is a distinguished academic with the University of Paris at the Sorbonne. He is internationally renowned as one of the leading figures within the LEED Programme of the OECD where he has been a consultant on Economic Development in both Western and Eastern Europe. He is the current Chair of the LEED/OECD Forum on Partnerships and Local Governance. Join us as Professor Greffe shares his insights on local development, economic policy and the economics of culture.

<b>Date:</b>	Tuesday, 14 October 2008
<b>Time:</b>	5.30pm – 6.45pm
<b>Venue:</b>	State Library of Queensland, Auditorium 2, South Brisbane
<b>Cost:</b>	Free

Digitalisation, new spaces of cultural consumption and shifts in support have challenged the traditional business models used in the cultural field. It is necessary to create or import new models, and many initiatives are developing. New small cultural companies, as well as big companies, have to face these challenges.

This seminar will outline issues and strategies that companies confront as they adopt new and relevant business models.

**RSVP** to Ronda Bentley by 8 October 2008

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