

2010-2011

C & C – Global Promotions Launches the GLADES-GEI Global Communication Seminar Series with Professional Development Workshops for Creative Industries

**Author of “Out of Australia” Series,
Professor in Global Communication Architecture/Design,**

Nell Arnold

shares her knowledge as performer, arts critic and facilitator of artists
in three stimulating dialogues with artists, arts facilitators, and communication enterprises.

The intent is to facilitate the “creation and development” of opportunities
for artists to work with alliances and companies engaged in global industry expansion.
Employment and new industry creation are the outcomes of the sessions.



Professor Nell Arnold
Author of “Out of Australia” Series
Director, GLADES-Global Enterprise Innovation



Nell Arnold’s international career spans four decades
with photo-journalism, writing and consulting contracts in 76 countries.
Her career as a performing artist was supported by major artists, grants,
scholarships, world tours, and by winning competitive bids in the strategic
design and development of major arts facilities, programs, projects in USA,
UK, Europe, the Middle East, Japan, Singapore, China and South East Asia.

24 Years service as a Professor in USA and Australia
16 Years also as Visiting Artist or Adjunct and Distinguished Professor
in USA, UK, Japan, Australia and China

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**- “The Arts – A Global Communication Necessity” -
New Industry Development through Innovation Communication Enterprises**

Each series may be adapted for specific development requirements
of regional to global enterprise building with photographers and communication strategists.

The Sessions Are Intensive Delivery

with 3-6 **GLADES-GEI affiliate professionals** conducting workshops in enterprise and global alliance building.

Fees are negotiated with grant/sponsorship support making access to this opportunity viable.

Groups of Five Individuals from a collection of industries may ‘Self Select’ and attend as a team on Co-Operative Projects

Participants will each receive a workbook, development models and six hours minimum intensive.

Coffee/Tea Breaks are included. Participants organize for their own lunches during break.

2-5 Groups of 5 People Only Per Seminar on Location with 5 Individuals Only in Each Intensive Workshop

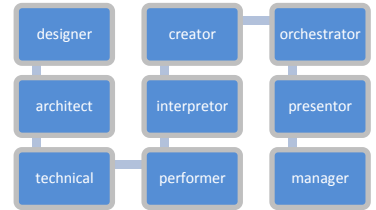
Sponsorships Encouraged from Local and Regional Enterprise

**Pre-Session for Artists and Others
is Available by Arrangement**

**“The Arts – A Global Communication Necessity”
New Industry Development through Innovation Communication Enterprises**

Pre-Session Available: “Framing Expectations - Within Your Frame”

“Building a career in the arts requires the innovation process to be continuous.
We compete against self to excel from within. Our expectation must also come from within



This pre-session – is Candid

Nell Arnold talks realistically with “creators of ideas and expressions” who have limited experience in innovation and commercialization of their skills .



The session is open to artists, innovators, professional business services and those who seek to excel in communication innovation and arts professions. “The Why and How of Competing is about Managing Expectations – Yours and the Judges. That means you have to know what to expect and strategically *each time* confirm and achieve your expectation. ” Nell works within at least 12 frames of reference within 22 arts industries. In the accompanying workbook, **“Within the Frame”**, she shares several frames, focusing on the “creator” within the visual arts/photography. Incorporated are the working sheets she uses when called upon to “judge” in arts competitions or acquisitions or scholarship awards. “Determine your own frame and access artists from other art forms to participate in presenting you and your work.” Firmly grounded, ready to engage - communicate.

\$150.00 per person, minimum of 5 in group

Seminar with Nell Arnold

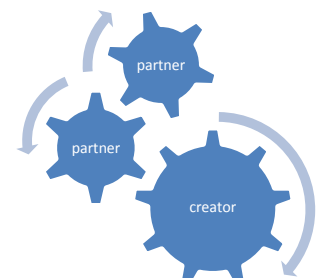
“Breaking the Frame”

**Expanding Opportunities as a Visual Artist and Photographer
may break the “traditional” frame but not the lens as photo-journalist and philosopher,
Nell Arnold, takes you on a rapid paced Camera Trail initially into 17 Art Industries and then beyond.**

The Seminar – Is Inspiring

By **“Breaking the Frame”** with **Nell Arnold**, participants stretch outside of their own creative endeavours into innovation processing with other artists. Visual Arts may stand on their own merit, but even in a gallery the works are supported by many other arts forms. In the world of Global Communication, visual art is a powerful influence, partnering most art forms in theatre, music, dance and even literature...and is vital to most industries.” The model with examples offers five illustrations.

- **Beyond Blue Skies** - Photography in Partnership with Literature Arts
- **Abstracting with Motion** - Photography in Digital Movement
- **Dancing with Light** - Photography for the Theatre, Dance, Global Arts
- **Fabricating Light, Movement, Colour** - Digital Design for Fabric Arts
- **Fashioning Light to Dance in Space with Color** - Digital Design for Wearable Arts



Professional Communication Team Workshops – “Re-Framing within A Global Vista” Striding within a Global Communication Frame

The Workshop – Is Grilling but Essential

Structured for action planning in a selected art form,,
Nell Arnold and the affiliates workshop you and the group
of industry collaborators into building a strategy to support
your vitality with visibility, vibrancy and viability.
Across arts disciplines and into industries going global
through communication alliances and technologies is key.

Nell anticipates you will have done your home work
and know – **Where you are?** The session begins **with**

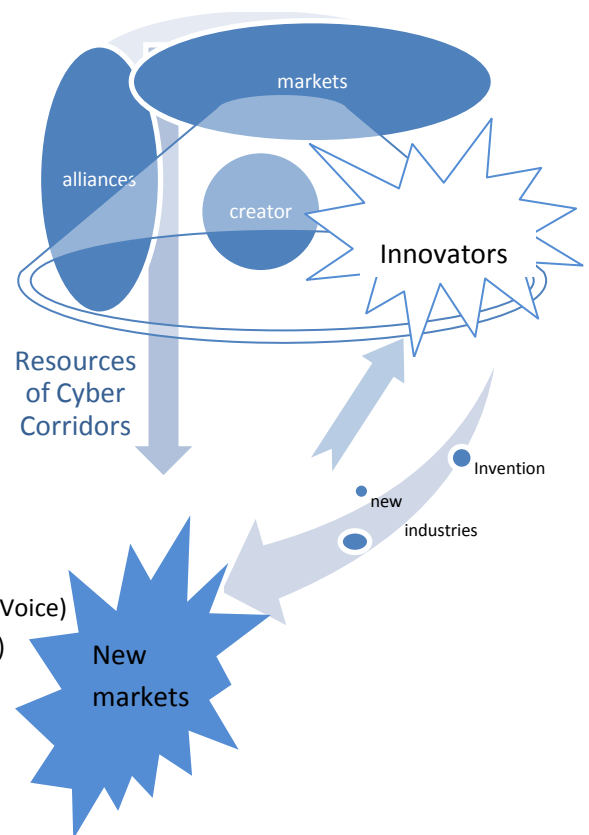
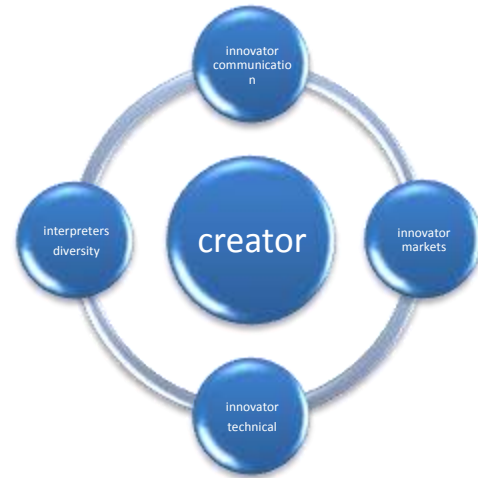
- **Where to with your concept or work?**
- **How to get there?**
- **What to do when you are there?**
- **How to keep the shutter open?**

Strategic in keeping the “shutters open”, the focus is on viability.
Expand alliances and options external of the arts.
In addition to being an inventor or artist,
become an entrepreneur.

Prepare to make your case on how
“those beyond the arts world”
can afford your work, your IP,
and your skills.

Re-frame your capacities for advancing their companies/region
and yourself through global corridors to shared enterprises
and new industries. **Engage with complexity.**

- Become an Illustrator, Map Your Economic Frame
- Pre-empt Change and Challenge with Communication (Visibility/Voice)
- Focus on Innovation Processing (Initiative for Inventing Progress)
- Build essential tools for business, grants and incubator services
- Prepare to meet the alliances, buyers, markets, investors
- Meet the judges who evaluate the “opportunity” for investment



Click to Refer to [GLADES-GEI 2010 Cyber Corridor Model](#)

ABOUT THE SPEAKER



Professor Nell Arnold

Author of “Out of Australia” Series

Director, GLADES-Global Enterprise Innovation

Out of Australia
series
Featuring People of Inspiration

Nell Arnold’s international career spans four decades with photo-journalism, writing and consulting contracts in 76 countries. Her career as a performing artist was supported by major artists, grants, scholarships, world tours, and by winning competitive bids in the strategic design and development of major arts facilities, programs, projects in USA, UK, Europe, the Middle East, Japan, Singapore, China and South East Asia.

24 Years service as a Professor in USA and Australia

16 Years also as Visiting Artist or Adjunct and Distinguished Professor in USA, UK, Australia and China

Nell’s practical and professional experience in the integrated arts media of opera drew long term arts development contracts with major arts agencies, world organizations, performing arts centres, galleries, universities and governments around the world.

Long term contracts (4-7 years) in Arts Leadership Development Included
UNESCO-INTERCALL Commission, USA Sports Academy,
USA Armed Forces in USA, Europe, Peace Missions with Artists
State Parks Foundations of California, National Parks Foundation –USA
International Federation of Parks – Developing National Parks/Cultural Centres Worldwide
California State Government – Office of the Governor – Arts Council
Appointed Directing Strategist for the Cultural Olympics of 1984 – Los Angeles
Consulting Strategist – Cultural Olympics of 2000 – Sydney
Australian Commonwealth Grants to Develop, Test, Build Arts Festival Models
Across Australia and Global Communication Centres

Professor Arnold served for 12 years as a Professor/Director of the USA Centre for Transnational Studies,
Director of the Inaugural International Business Council of the Silicon Valley of Northern California

12 Years as Professor in Marketing Communication at QUT
And is completing 6 years as Adjunct Professor in Global Communication UQ

Her bachelors, masters and doctoral degrees are in Opera and in Arts Development
the Performing and Visual Arts, Southern Illinois University and Indiana University

www.glades-globalenterpriseinnovation.com



GLADES - Global Links, Associated
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for **Global Enterprise Innovation**

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Director: Professor Nell Arnold

Media Brief

Arts Background on Professor Nell Arnold



Author of the “**Out of Australia**” series, Nell Arnold is director of **GLADES-GEI Pty Ltd**, an Australian company researching global change, challenge, and innovations in communication. She also directs **C&C-Global Promotions Inc – USA** opening international doors for talented performers from diverse cultures and ages to engage with each other and with professional artists. In 2005 she extended the opportunities to photo-journalists and authors, extending their global reach through her “**Cyber Corridors**” column and workshops in her retreat in the USA and in Queensland. “**The Writers Lair**” went global helping several from the “Lair” to start reaching for “**Writer Heights**”.

Nell Arnold began life in Africa. Her autobiography, “**The Goat Herder – who walked with giants**” comes out this year, shares the challenges of being a girl-child in a man’s world and a young vocal talent that learned to sing by imitating birds and found courage by walking with cheetah, lion and elephants. She was discovered and coached by Lucia Stepanovic of the Paris Opera, then awarded a seven year scholarship as protégé to Australia’s Marjorie Lawrence, Diva of the Paris Opera and the Metropolitan Opera. Nell continued her career on national scholarship for doctoral research in the world’s leading Opera School of Music, Indiana University. There she expanded her opera career into artistic development in all aspects of opera production, set/lighting design and promotions.

Fifteen years of dedicated study and work, Nell Arnold was selected to become the first director of USA’s Centre for Transnational Studies – assisting artists, authors and philosophers to tour with her and to access international scholarships, tours, workshops, internships in 27 countries. She served as juror and judge for many national and international arts organizations and consulting/director for the State of California in preparing artists, arts organizations, facilities, museums, stadiums, villages, state parts, heritage towns for the 1984 Olympics.

From 1983 continuing she expanded her work with and for artists/writers into 55 countries. In 1992 she came to Australia continuing her work in the arts, Cultural Olympics of 2000 and extended consulting into 76 countries serving as judge, juror and talent scout for major arts organizations. “The arts for some are about lifestyle. For me the arts are about survival. I write 16 hours a day, because I must. I photograph to find focus. I sing for joy and I listen to learn.”