

# **How & Why to Commission A New Work for Your Ensemble!**

*(a S.H.O.P. talk - presented by Mark Wolfram at the 2017 Midwest Clinic)  
December 22, 2017 @ 8:30am • Room W180*

- Introduction
  - Why it's a good idea to commission a new work – the benefits for all concerned
- What are the desired objectives and how can they best be accomplished?
- Reasons to Commission a New Piece for Your Ensemble
  - Repertoire Development
  - Category of piece: fanfare, perennial piece, anniversary, etc.
- Selecting a composer: Why should he/she compose your new piece?
- Developing a timeline for the project.
- Strategies for funding the commission and performance(s).
- Optimizing the impact of the premiere via promotion and publicity.
  - Celebrity/Mayor to conduct/guest soloists/conductors
- Business Considerations: Ownership, Licensing, Copyright, Contracts & Agreements
- Cross-Pollination: Involving other groups and individuals
  - consortiums, new versions & orchestrations, etc.
- Sweetening the Pot: Additional ways composer can contribute to your program
  - Master Class, Private Lessons, etc.
- Conclusions

Contact: Mark Wolfram • telephone: (520) 820-3209 • email: [mark@markwolfram.com](mailto:mark@markwolfram.com)