

# SCALE CONFERENCE

## **From Process to Performance: The Business of Dance** **Emily Haussler | Artistic and Executive Director,** **RESILIENCE Dance Company**



Emily Haussler, Founder and Director of RESILIENCE Dance Company, shares her story of founding a professional dance company that challenges existing models by putting artists first.

This presentation will further include practical information for how to start, manage, and succeed with independent dance projects. Topics covered could include fundraising, navigating contracts, booking space, networking and resource building, arts administration, and marketing/branding - with an additional focus on working sustainably and ethically in the dance community.

Suitable for anyone wondering where to start after a college dance degree: whether it's producing a small work with friends, pitching yourself as a freelance artist, or building a non-profit dance company.

The presentation will be structured as a combination talk and Q&A session - participants will receive informational hand-outs.