The International Society for the Performing Arts (ISPA) will hold its 26th June Congress in Seoul, Korea. The theme of the Seoul Congress is *Cultural Shifts* which refers to a number of new realities: the shift in focus from west to east; the shift to new technologies and the shift in the way the arts are created and distributed. Through a series of conversations, delegates will attempt to understand and interpret the essence of these cultural shifts and propose the best direction and strategy for future development of the performing arts while providing an opportunity to experience Korea’s unique culture and passionate performing arts scene.

Join your colleagues in Seoul, Korea on June 11-16, 2012 for *Cultural Shifts*. Speakers will come from all corners of the globe but there will be a focus on the Asian-Pacific voice. Popular Congress programs include *Pitch New Works Now* at which 10 arts organizations have the opportunity to tell delegates about work that is either in development or has been realized but has not toured internationally. Prior to the four day Congress, the *ISPA Academy* will provide an intensive two day arts administration program for emerging arts leaders in the region. While the focus is on individuals in the early to mid-career stage, all delegates are welcome to attend and the cost is included in the Congress registration fee. ISPA is committed to facilitating attendance by as many Asian delegates as possible and to that end, are offering deeply subsidized registration fees for delegates from Asia Pacific. Registration starts at 350 USD for regional non-member delegates. In addition, there will be simultaneous translation in English, Mandarin and Korean.
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