

‘Good Thing’  
Barns Courtney  
Weekly Report 2  
8/27 to 9/2

In ISM last week I was able to narrow down my topic and decide what was career path was best for me to study this year. I have decided to continue to pursue concert promotion and incorporate new ideas and hobbies into my original work and final product, such as photography and journalism. After developing a plan and knowing what I am going to accomplish in ISM II, I am ready to begin conducting interviews and meeting with professionals to help me reach those goals.

In addition to making a plan for my ISM journey this year, I was able to find a really interesting and a informative article for my assessment on how the concert business is becoming one of the biggest entertainment industries today. Live Nation Entertainment is who I want to work for the most when I get out of college, so I was excited to discover that they are the number one largest concert promotions company in the US and in the world. Finding this source, and learning how this industry is thriving in today's culture and society, I feel more confident that I will be not only successful but happy working a job in the concert promotions field in the future.

Now that August is over, I am excited to start really diving into to my ISM work and meet with professionals at my dream marketing companies around North Texas.