

Tuesday, October 17



#namtFC17

Wi-Fi Network: TKP-Secondfloor

Wi-Fi Password: TKPfloor2

8:00 am

Check-In and Continental Breakfast

TKP Conference Center

109 West 39th Street

2nd Floor

Breakfast will be served throughout the morning; you may bring food and drink with you into the sessions in the Empire Room.

Breakfast served in Empire Room

Sponsored by Ticketmaster

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9:00 - 9:30 am

Welcome Remarks

Empire

Jeff Loeb, NAMT Board President, Hollywood Pantages

Adam Grosswirth, NAMT Membership Director

Betsy King Militello, NAMT Executive Director

9:30 - 10:30 am

Keynote Speaker: Michael Riedel

Empire

Michael Riedel has been a theater columnist for the *New York Post* since 1998. He worked at the *Daily News* (New York) for five years before returning to the *Post* and has written for *The Guardian*, *Harper's Bazaar*, *Mirabella*, *Departures*, and *Commentary*. Riedel is the cohost of *Theater Talk* with PBS, is a contributor to the BBC, and has appeared on *Larry King Live*, the *Today* show, *Good Morning America*, and many other news programs. He lives in New York City.

10:30 - 11:00 am

Networking Coffee Break

All-day coffee sponsored by The Musical Company



11:00 am - 12:30 pm **Creating a Culture of Inclusion**
Empire

A recent study by Actors' Equity Association showed that jobs for actors and stage managers skew white and male. A series of HowlRound surveys has revealed similar results for administrative and design jobs. How can we break this cycle so that our theatres represent our communities at every level – board, management, creative, onstage, backstage, and in the audience? Recognizing that we are not going to solve these problems today, what steps can we take toward making our specific theatres and the industry as a whole more inclusive? Are we cultural centers and leaders in our communities, or are we falling behind? Our panelists will discuss best practices, with concrete case studies for examples, and help you build a toolkit to take back to work with you.

Moderated by Hillary Hart (Theatre Under The Stars), with Jennifer Bielstein (The Guthrie), Lee Ann Gullie (New York Theatre Workshop), Christine Toy Johnson (Actor and Writer) and Anna Kull (Lark Play Development Center).

12:30 - 2:00 pm **Lunch and NAMT Annual Membership Meeting**
Empire
(Buffet service in Bryant Park Room)

Lunch Sponsored by The Musical Company and
Sheridan College, Canadian Music Theatre Project



Sheridan | Canadian Music Theatre Project

2:00 - 3:15 pm **Starting the Conversation**
Concourse Level Breakout Rooms

Attendees will be divided into small groups with the intention of introducing everyone to at least one person they don't know. (See the label on your conference packet for your room assignment.) In addition to this networking opportunity, we'll put the tools from the morning's session to work in intimate conversations designed to get everyone brainstorming and working together. At the end of the session, we'll come back together and take some time to share insights with the full group.

3:15 - 3:30 pm **Break**

3:30 - 3:45 pm **Looking Forward to Spring with Pittsburgh CLO**
Empire



3:45 - 4:45 pm

Artistic Community Engagement *Empire*

How can community engagement be a direct outgrowth of a theatre's artistic mission and vision and vice versa? What happens when it's not? How do programs and festivals that aren't necessarily part of the mainstage circle back to connect audiences and artists in new ways? How can what you put on your stages deepen your relationship with your community? How can leveraging your resources as a hub and a physical space bring people to your art?

Moderated by Dan Murphy (Broadway Rose Theatre Company), with Jennifer Jaquess (Red Mountain Theatre Company), Orlando Morales (The 5th Avenue Theatre), Paige Price (Philadelphia Theatre Company) and Kevin Wong (The Musical Stage Company).

5:00 - 7:00 pm

Networking Cocktail Party

*Glass House Tavern
252 West 47th Street (between Broadway and 8th Avenue)*

Sponsored by Samuel French, Inc. and The Hollywood Pantages

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FRENCH



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#namtFC17

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8:30 - 9:00 am

Breakfast

Empire Room and Lobby

Join us for a bite and coffee before we begin today's sessions. Breakfast will be available throughout the morning.

Sponsored by Theatrical Rights Worldwide



9:00 - 10:15 am

When the Community Engages You: How the Changing Nature of Discourse Affects Theatre *Empire*

For years we've been harnessing the power of social media to break the fourth wall and make theatre more accessible to fans. But what happens in a culture that's increasingly polarized? How do you address patrons who feel entitled to tell you they know better? How can you take risks without alienating your loyal but increasingly vocal base? And how can you win over the moderates, who just want to enjoy a night out and may be put off by all the shouting on both sides?

With Mark Fleischer (Pittsburgh CLO), Kevin Moore (Human Race Theatre Company), Tori Rezek (Theatre Aspen), Brett Smock (Finger Lakes Musical Theatre Festival) and Diep Tran (American Theatre Magazine/TCG).

10:15 - 11:30 am

The Political is Musical *Empire*

Has the current political climate affected your programming choices? Should it? Even light-hearted musical comedies may provide examples of lessons learned from history and provide windows into more significant discussions, while darker shows may resonate anew, and new works may address our current social issues directly. Or, if your audience comes to you specifically to escape the news for a couple of hours, what's your responsibility to them? NAMT members from a variety of theatres and markets will discuss their decision-making processes over the past year (and we want to hear from all of you, too!).

Moderated by Wayne Bryan (Music Theatre Wichita), with Julianne Boyd (Barrington Stage Company), Kwofe Coleman (The MUNY), Aaron Jafferis (Festival Alumni Writer, Kingdom & How To Break) and Dave Steakley (ZACH Theatre).

11:30 am - 12:00 pm **Networking Coffee Break**
Empire

All-day coffee sponsored by The Musical Company



12:00 - 1:15 pm **Commercial/Non-Profit Relationships**
Empire

Case studies on recent successful commercial/non-profit partnerships for the development of new musicals from NAMT members.

Moderated by Michael Rubinoff (Sheridan College, Canadian Music Theatre Project), with teams from Come From Away (Randy Adams, Junkyard Dog Productions; Elisabeth Farwell-Moreland & Matt Giles, Seattle Repertory Theatre), Bandstand (Mark Hoebee, Paper Mill Playhouse; Tom Smedes & Gabby Palitz), Ars Nova (Renee Blinkwolt & Jason Eagan), and Marsha Brooks (Brooks and Distler, Attorneys at Law).

1:15 - 2:45 pm **Lunch and Meet the Festival Writers**
Empire
(Buffet service in Bryant Park Room)

Sponsored by Music Theatre International and Disney Theatrical Productions



2:45 - 3:45 pm **Breakout Sessions**
Concourse Level Breakout Rooms

Concurrent breakout sessions on new works topics and some NAMT insider info!

Marketing New Works with Artists' Involvement

Madison

We wanted to bring this hot topic from our last Writers' Roundtable to a wider audience, as well as set the scene for our Spring Conference in Pittsburgh, which will be all about marketing new works.

Discussion led by Jeremy Desmon (Festival Alumni Writer, The Girl in the Frame) and Phil Santora (TheatreWorks Silicon Valley)

How to Create a Writer Residency

East Village

Interested in learning more about early stage new work development? Have tips from your own experience hosting writers you'd like to share? Please join this informal conversation on what your theatre can do and how NAMT can help.

Discussion led by Kathy Evans (Rhinebeck Writers Retreat) and Jeff Talbott (Festival Alumni Writer, Imagine Harry; Rhinebeck Writers Retreat, Seven Broken Hearts)

NAMT's New *Nuts & Bolts Guide to Producing New Musicals*

West Village

Get a sneak preview of the brand-new interactive *Nuts and Bolts Guide to Producing New Musicals*, part of our new Theatre Experience & Collaboration Hub (The TECH) and our latest member benefit. Learn what this online resource can do for you and how you can contribute to it.

Led by Ciera Iveson

New Works in an Academic Setting

Chelsea

A space for academic members and those interested in collaborating with them to discuss the joys and challenges of producing at a college or university.

Discussion led by Amy Rogers Schwartzreich

4:00 - 4:45 pm

Partnership Speed-Dating

Empire

A final speed round before we head to the Festival. Share one thing you need or a goal you have going forward. Find a co-production partner. Trade business cards. Solve everyone's problems in 30 seconds!

4:45 - 5:00 pm

Wrap-Up

Empire

Thank you for attending the 2017 NAMT Fall Conference.

*Your feedback is very important to us! Please fill out the evaluation form online at
namt.org/fc17eval
(you will receive an email with this link at the conclusion of the conference).*

EDUCATIONAL RESOURCES COMMITTEE

Dan Murphy, The Broadway Rose Theatre (OR), *Chair*
Michael Ballam, Utah Festival Opera Company (UT)
Wayne Bryan, Music Theatre Wichita (KS)
Victoria Bussert, Baldwin Wallace University Conservatory of Music (OH)
Mark Fleischer, Pittsburgh CLO (PA)
Donna Lynn Hilton, Goodspeed Musicals (CT)
Robb Hunt, Village Theatre (WA)
Jennifer Jaquess, Red Mountain Theatre Company (AL)
Orlando Morales, The 5th Avenue Theatre (WA)

2017 FALL CONFERENCE COMMITTEE

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Hillary Hart, Theatre Under The Stars (TX)
Mark Hoebee, Paper Mill Playhouse (NJ)
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