
AGENDA

Saturday, October 23

2:00 - 2:15 pm

Welcome Remarks

Hudson Ballroom, 6th Floor

*Marilynn Sheldon, President
Kathy Evans, Executive Director*

2:15 - 3:00 pm

Keynote Speaker: Victoria Bailey

Executive Director, Theater Development Fund
Hudson Ballroom, 6th Floor

As Executive Director of TDF, Victoria Bailey was instrumental in the execution of the Playwrights Project, a comprehensive study of the lives of American playwrights and the production of new American Plays. The Project culminated in *Outrageous Fortune: The Life and Times of the New American Play*, which was published in December 2009 and has stimulated national conversations about this critical issue, including this conference.

3:00 - 3:30 pm

Networking Coffee & Dessert Break

Off-Broadway Room, 5th Floor

3:30 - 4:15 pm

Risk and Reward Roundtables

Off-Broadway Room, 5th Floor

Attendees will break into small groups to discuss the risks we take as producers, and the potential payoffs and pitfalls. Do you consider yourself to be a risk-taker? Risk-averse? Have you benefited from taking chances, or been harmed by them? Do funders and audiences respond well to bold choices, or shy away from them? Get ready to delve deep with your fellow NAMT members!

Led by the 2010 Fall Conference Committee: Randy Adams (Junkyard Dog Productions), Nancy Barnett (Florida Stage), Bill Berry (The 5th Avenue Theatre), Rick Boynton (Chicago Shakespeare Theater) and Kent Nicholson (Playwrights Horizons)

4:15 - 4:30 pm

A Word From Our Sponsor: Travelzoo

Hudson Ballroom, 6th Floor



4:30 - 5:15 pm

Risk and Reward Panel

Hudson Ballroom

What is the nature of risk and how does a producer manage it? What is the payoff? How can we take chances on writers and new work while pleasing our audiences and meeting our bottom line? The Fall Conference committee will share the results of your roundtable discussions with the entire group.

5:30 - 7:30 pm

Networking Cocktail Party

Sponsored by Samuel French and The 5th Avenue Theatre



Glass House Tavern

252 West 47th Street (between Broadway and 8th Avenue)

Sunday, October 24

9:30 am

Check-in Begins

Hudson Foyer, 6th Floor

Coffee and Tea will be served in the Hudson Foyer throughout the day.

10:00 - 11:00 am

Subsidiary Rights - Balancing Producers' and Writers' Livelihoods

Hudson Ballroom, 6th Floor

A hot topic for theatres and writers, who both depend on future income from shows they develop. How can we as an industry balance these conflicting interests in a way that is fair and allows both sides to do their work and support each other, allowing new musicals to flourish?

Moderated by Nancy Barnett (Florida Stage), with David Armstrong (The 5th Avenue Theatre), David Kirshenbaum (4-time Festival of New Musicals writer), Kevin Moore (The Human Race Theatre Company), Michael Robertson (The Lark Play Development Center), John Weidman (former president of the Dramatists Guild of America, Tony-nominated writer of Assassins, Contact and others).

11:00 - 11:15 am

A Word From Our Sponsor: Theatrical Rights Worldwide

Hudson Ballroom, 6th Floor



11:15 am - 12:15 pm

Continued Life for New Works

Hudson Ballroom, 6th Floor

What happens after the world premiere, when a show is still unknown to your audience but no longer has the cachet of being first? How do we combat "world-premiere-itis" and ensure the continued life of new musicals? How can NAMT members work together to create a trajectory for a new show, and produce the second, third and fourth production of a new work in development?

Moderated by Rick Boynton (Chicago Shakespeare Theater), with Beth Bickers (Abrams Artists), Adam Gwon (Writer, Ordinary Days, Festival 2008), Jason Loewith (National New Play Network), and Kevin Moriarty (Dallas Theater Center).

12:15 - 1:30 pm

Lunch

Sponsored by Dallas Summer Musicals & The Muny

Off-Broadway Room, 5th Floor



1:45 - 2:45 pm

The Great Enhancement Debate

Hudson Ballroom, 6th Floor

Wake up after lunch with a lively debate on a hot-button issue! We'll hear from commercial producers and non-profit artistic directors on both sides of "The Great Enhancement Debate." Is commercial enhancement necessary to taking risks on new work? How might it affect a theatre's standing as a non-profit? What happens to a new musical after its initial non-profit run? How can commercial producers help or hurt a musical's development?

Moderated by Sue Frost (Junkyard Dog Productions), with Marsha Brooks (Brooks & Distler, Attorneys at Law), Jerry Goehring (Patriot Productions), Dana Harrel (La Jolla Playhouse), Hattie Kittner (Goodspeed Musicals), Todd London (New Dramatists) and Kent Nicholson (Playwrights Horizons).

2:45 - 3:30 pm

The Audience's Role in New Work Development and Planning

Hudson Ballroom, 6th Floor

Now that we've seen the potential rewards and hazards of taking risks, how does the audience factor in? Does the audience's voice affect the art? Should it? Should we program for current tastes, or try to lead subscribers on a journey into the new? How involved are they in the process?

Moderated by Randy Adams (Junkyard Dog Productions), with Brett Bernardini (The Spirit of Broadway Theater), Sean Cercone (Chicago Muse) and Robb Hunt (Village Theatre).

3:30 - 4:00 pm

Concluding Remarks

Hudson Ballroom, 6th Floor

Final thoughts from our Fall Conference committee and your last chance to sound off as we wrap up these exciting four days of watching and talking about new musicals!

End of Conference

Thank you for attending the 2010 NAMT Fall Conference.

*Your feedback is very important to us! Please fill out the evaluation form online at
namt.org/conference-fall10-evaluation.aspx
(you will receive an e-mail with this link at the conclusion of the conference.)*

2010 FALL CONFERENCE COMMITTEE

Chair: Randy Adams (Junkyard Dog Productions)

Nancy Barnett (Florida Stage)

Bill Berry (The 5th Avenue Theatre)

Rick Boynton (Chicago Shakespeare Theater)

Kent Nicholson (Playwrights Horizons)