

AGENDA

Friday, April 5

9:00 - 10:00 am

Check-In and Continental Breakfast
Chicago Shakespeare Theater
Skyline Lobby

Breakfast sponsored by The Pantages Theatre



10:00 - 10:45 am

Welcome Remarks & 30-Second Success Stories
Skyline Room

Rick Boynton, President
Betsy King Militello, Executive Director

10:45 am - 12:30 pm

Making The Case To Give
Skyline Room

A panel of experts will look at ways to convince donors and investors to give to your theatre or project, focusing on different tools for making your case. Following the panel, attendees will break up into small discussion groups to drill down on this topic and share stories from their organizations.

Moderated by Betsy King Militello (NAMT), with Kate Finley (Dallas Summer Musicals), Jennifer Jaquess (Red Mountain Theatre Company), Buck Mason (McCoy-Rigby) and Roche Schulfer (Goodman Theatre)

12:45 - 2:00 pm


Lunch
Sponsored by R&H Theatricals
Dress Circle



2:15 - 3:15 pm

The Value and Impact of Art
Skyline Room

"We make art because we believe it makes better human beings. We make art because we believe it makes being human better. So why do we spend so much energy quantifying the economics of what we do, and so little time quantifying the impact?" Last year, Theatre Bay Area and research firm WolfBrown embarked on a massive research project to study the intrinsic impact of theatre, publishing their findings in the book *Counting New Beans*. The study's project manager and book's editor Clayton Lord will lead present on how your theatre can measure its own impact on audiences, with a case study provided by Phil Santora (TheatreWorks).

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3:15 - 4:00 pm

Advanced Relationship Building

Skyline Room

A panel of experts will look at long-term planning and building strong relationships with donors and investors. How do the non-profit and commercial worlds overlap and how are they different? How do personal relationships drive giving and investing? What do your supporters want in return?

Moderated by Elisabeth Challener (ZACH Theatre), with Randy Adams (Junkard Dog Productions), Wynne Fedele (Pittsburgh CLO) and Bridget McDonough (Light Opera Works)

4:15 - 5:00 pm

Beyond Enhancement: Commercial/Non-Profit Partnerships

Skyline Room

How can commercial producers support a theatre? How can theatres help commercial producers? We'll look at this increasingly important relationship beyond individual shows and enhancement.

Moderated by Donna Lynn Hilton (Goodspeed Musicals), with Marsha Brooks (Brooks & Distler), Carolyn Rossi Copeland (CRC Productions) and Lori Fineman (Transport Group)

8:00 pm

Barnum *[Add-on event: You must have reserved your ticket when you registered]*

Mercury Theater Chicago

3745 N. Southport Ave

Saturday, April 6

9:00 - 10:00 am

Networking Breakfast

Sponsored by Dallas Summer Musicals & Music Theatre International
Skyline Lobby



10:00 - 11:00 am

Donor Engagement

Skyline Room

Beyond money and tickets, how do you get your donors involved? How do you allow for donor interaction while guarding the artistic process? How do you make a case for support and make your brand visible? What do donors really value?

Moderated by Brooke Walters (Chicago Shakespeare Theater), with Mark Chambless (Dallas Summer Musicals), Melodee DuBois (ZACH Theatre) and Kathy Evans (Rhinebeck Writers Retreat)

11:00 - 11:45 am

Uncluttered Communication

Skyline Room

In an age with so many companies calling for our attention on so many devices and media, how do you cut through the noise to effectively talk — and listen — to your donors?

Moderated by Mark Fleischer (Adirondack Theatre Festival), with Robert Friend (PatronTechnology), Mark Sylvester (Walnut Street Theatre) and Adam Thurman (Court Theatre)

11:45 am - 12:15 pm

Networking Coffee Break

Sponsored by Ticketmaster
Skyline Lobby

ticketmaster®

12:15 - 1:00 pm

Government Funding

Skyline Room

A panel of experts will look at how government funding has changed in recent years, at the national, state and local levels. How can theatres advocate for the arts and work with officials to ensure support? What do theatres give back to their communities to inspire vibrant government support?

Moderated by Wayne Bryan (Music Theatre of Wichita), with Meg Fofonoff (Fiddlehead Theatre Company), Ra Joy (Arts Alliance Illinois) and Catherine Warren (Lyric Theatre of Oklahoma)

1:00 - 2:30 pm

Lunch

Sponsored by Pittsburgh CLO
Dress Circle



2:30 - 3:30 pm

Breakout Sessions

In-depth discussion of select topics in smaller groups.

Development Directors' Networking Time

The Pub

Creative Revenue: Making money for your theatre beyond tickets and donations

Skyline Lobby

TBD: Topic to be determined based on discussions throughout the weekend

Skyline Room

3:45 - 4:30 pm

Corporate Giving

Skyline Room

How has corporate giving changed since the 2008 recession? How do you build individual relationships with the people behind the corporate facade and understand a company's giving philosophy and priorities? How can your board help?

Moderated by Douglas Young, with Lucie Springmeyer (The MUNY) and Barbara Whidden (Maine State Music Theatre)

4:30 - 5:30 pm

Closing Remarks and Farewell Wine & Cheese

Skyline Room



Raise a glass to your colleagues and all of our Chicago hosts as we close the conference and wrap up with any unfinished business and unanswered questions.

End of Conference

Thank you for attending the 2013 NAMT Spring Conference.

*Your feedback is very important to us! Please fill out the evaluation form online at
namt.org/conference-spring13-evaluation.aspx
(you will receive an e-mail with this link at the conclusion of the conference.)*

6:00 pm

Conference Closing Dinner [Add-on event: You must have signed up when you registered]

Quay, 465 E. Illinois

EDUCATIONAL RESOURCES COMMITTEE

Phil Santora, TheatreWorks (CA), *Chair*
Harriet Kittner, Goodspeed Musicals (CT)
Laura Little, LLL Productions (ID)

2013 SPRING CONFERENCE COMMITTEE

Brooke Walters, Chicago Shakespeare Theater (IL), *Chair*
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