**Friday, April 4**

8:00 - 9:00 am  **Check-In and Continental Breakfast**  
*Hyatt Regency Austin*  
*Sponsored by The Hollywood Pantages*

9:00 am  **Bus from Hyatt to ZACH Theatre**  
*The bus will make two trips to ZACH. Or it's only about a 15-minute walk along the river if you'd prefer some fresh air.*

9:30 - 10:00 am  **15-Second Success Stories**  
*ZACH Theatre, 202 South Lamar*  
*Topfer Theatre*  
*A NAMT conference tradition! Break the ice and introduce yourself by sharing a quick anecdote from your theatre's year.*

10:00 - 11:00 am  **Keynote Speaker: Hugh Forrest**  
*Topfer Theatre*  
Hugh Forrest serves as the Director of the [SXSW Interactive Festival](https://www.sxsw.com/interactive), the five-day gathering of digital creatives that occurs in Austin every March. Over the last few years, SXSW Interactive has emerged as one of the world's most influential events for the new media industry. Forrest held several jobs in the newspaper industry before surrendering to the digital revolution.

11:00 - 11:30 am  **Networking Coffee Break**  
*Topfer Theatre Lobby*  
*Sponsored by Dallas Summer Musicals, Music Theatre International and Ticketmaster*
11:30 am - 12:30 pm  **Balancing Act**  
*Topfer Theatre*

How do you keep pricing competitive while keeping your budget under control? How do strategies like dynamic pricing affect audiences and staff? How do we market the value of musical theatre when it is increasingly perceived as a luxury good? How do pricing and marketing affect audience development and diversity goals? This panel will address these questions and more, with examples of how NAMT member theatres have found this balance for themselves.

*Moderated by Dan McMahon (Goodspeed Musicals), with Steven Box (Human Race Theatre Company), Mary Cook (La Jolla Playhouse) and Danyel Siler (Lyric Theatre of Oklahoma)*

12:30 - 2:00 pm  **Lunch**  
*ZACH Theatre Plaza*

*Sponsored by R&H Theatricals*

2:00 – 3:00 pm  **Using Data-Driven Marketing**  
*Kleberg Theatre*

As technology advances, how are theatres using it to learn more about and communicate better with their customers? How can data drive your pricing and budgeting? And how can it all be done on a budget, working with the staff and resources you already have?

*Moderated by Jeff Loeb (The Hollywood Pantages), with Eugene Carr (Patron Technology), Anne Paulsen (Ticketmaster) and Nena Theis (North Carolina Theatre)*

3:00 pm  **A Word From Our Sponsor: Theatrical Rights Worldwide**  
*Kleberg Theatre*

3:30 - 4:15 pm  **Balancing Technology**  
*Kleberg Theatre*

How does evolving technology affect your marketing strategy, staffing and budgets? What techniques—new and old—are theatres using effectively? What new trends should we be watching out for?

*Moderated by Buck Mason (McCoy-Rigby Entertainment), with David Dombrosky (Instant Encore), Amanda Farrow (Dallas Summer Musicals), Omar Gallaga (Austin-American Statesman) and Heather Hess (NETworks Presentations)*
4:15 - 5:00 pm

**Concurrent Breakout Conversations**
An opportunity for attendees to share case studies, success stories and the occasional cautionary tale with each other in small group conversations on specific topics.

New Approaches to Marketing Classics
*Whisenhunt Theatre*
*Led by Dan McMahon (Goodspeed Musicals)*

Balancing Cooperation and Competition Within Your Region
*Whisenhunt Studio*
*Led by Mary Cook (La Jolla Playhouse) and Dave Henson (The Old Globe)*

Using Video Marketing Effectively
*Kleberg Theatre*
*Led by Steven Box (The Human Race Theatre Company) and Mark Ciglar (Cinevative)*

5:00 - 5:30 pm

**Bus from ZACH Theatre to Hyatt**

*The bus will make two trips to the Hyatt, with a stop at the Radisson for those staying there. Or it's only about a 15-minute walk along the river if you'd prefer some fresh air.*

5:30 - 7:30 pm

**Sunset Cruise on Lady Bird Lake**
*Departs from Hyatt Regency Austin*

Join your colleagues for a cruise around Austin with drinks, BBQ and Tex-Mex!

Please be prompt. Once the boat leaves the dock, it's not coming back until the end of the event.

*Underwritten by Carolyn and Marc Seriff*
Saturday, April 5

8:00 - 9:00 am  **Continental Breakfast**  
*Hyatt Regency Austin*

*Sponsored by Pittsburgh CLO*

9:00 am  **Bus from Hyatt to ZACH Theatre**

*The bus will make two trips to ZACH. Or it's only about a 15-minute walk along the river if you'd prefer some fresh air.*

9:30 - 10:30 am  **New Audiences in the Balance**  
*Topfer Theatre*

What does the "next generation" of arts audiences look like and what do they want? How can we encourage the emerging leaders in an organization to be the driving force for reaching this new audience?

*Moderated by Michelle Paul (Patron Technology), with Lisa Dozier King (University of Miami/Jerry Herman Ring Theatre), Carly Erickson (NAMT), Adam Grosswirth (NAMT), Lauren Lovell (ZACH Theatre) and Matt Tolbert (Greyman Theatre Company)*

10:30 - 11:15 am  **Brand Balance**  
*Topfer Theatre*

Are you selling specific shows, your organization as a destination or the concept of musical theatre in general? Is Broadway a powerful brand for you, or is the hometown pride of a regional theatre? Are theatres allocating a portion of their marketing time and budgets to brand advertising?

*Moderated by Mike Ceceri (Theatre by the Sea), with Kwoe Coleman (The MUNY), Cheryl Farley (Ogunquit Playhouse), Frank Ventura (CAP21), Ralph Weeks (Walnut Street Theatre) and Monica Williams (Austin Lyric Opera)*

11:30 am - 12:30 pm  **Balancing Your Season**  
*Topfer Theatre*

What does an artistic director think a balanced season looks like? What does a marketing director think a balanced season looks like? When are those concepts at odds with each other? What are the various measures of success? We’ll hear from artistic directors, managing directors and marketing directors about how they work together throughout the season.

*With Steve Knight & Phil Santora (Theatreworks) and Elisabeth Challener, Jim Reynolds & Dave Steakley (ZACH Theatre)*
12:30 - 2:00 pm  
**Lunch**  
*ZACH Theatre Plaza*  

*Sponsored by PatronManager CRM*

2:00 - 3:00 pm  
**Striking the Balance Between Subscriptions and Single Tickets**  
*Kleberg Theatre*

At the 2012 Spring Conference, it seemed like most NAMT members were bucking the national trend of shrinking subscription audiences, while some were finding success with new models such as flexible passes. Two years later, what's changed? Are you planning your season with single tickets in mind? Are flexible pricing models working better for you or are subscriptions still strong? How are members selling their seasons versus their individual shows?

*Moderated by Rick Boynton (Chicago Shakespeare Theater), with Christian Brown (Theatre Under the Stars), Ken Levin (Berkeley Playhouse), Mark Sylvester (Walnut Street Theatre) and Aaron Young (Fulton Theatre)*

3:15 - 4:00 pm  
**Concurrent Breakout Conversations**  
An opportunity for attendees to share case studies, success stories and the occasional cautionary tale with each other in small group conversations on specific topics.

- **Classic Approaches to Marketing New Works**  
  *Whisenhunt Theatre*  
  *Led by Danyel Siler (Lyric Theatre of Oklahoma)*

- **Crisis PR: When Bad Things Happen to Good Theatres**  
  *Whisenhunt Studio*  
  *Led by Nena Theis (North Carolina Theatre)*

- **You Gotta Have a Gimmick**  
  *Kleberg Theatre*  
  *Led by Keith Cromwell (Red Mountain Theatre Company)*

4:00 - 4:30 pm  
**Closing Remarks**  
*Kleberg Theatre*

4:30 pm  
**Bus from ZACH Theatre to Hyatt**

*The bus will make two trips to the Hyatt, with a stop at the Radisson for those staying there. Or it's only about a 15-minute walk along the river if you'd prefer some fresh air.*
5:30 - 7:30 pm  **Closing Reception**  
*The Austonian*  
200 Congress Avenue (at 2nd Street)  
55th Floor

Join us at the home of a generous ZACH board member in downtown Austin as we say goodbye to Austin and the Spring Conference! (Transportation will not be provided to this reception. It is a 10-minute walk from the Hyatt, directly over the Congress Avenue Bridge. You may also wish to take our bus from ZACH to the Radisson to be closer.)

*Underwritten by Mindy Ellmer*

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**End of Conference**

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*Thank you for attending the 2014 NAMT Spring Conference.*

*Your feedback is very important to us! Please fill out the evaluation form online at namt.org/conference-spring14-evaluation.aspx (you will receive an email with this link at the conclusion of the conference.)*

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**EDUCATIONAL RESOURCES COMMITTEE**
Phil Santora, TheatreWorks (CA), *Chair*  
Mark Fleischer, Adirondack Theatre Festival (NY)  
Harriet Kittner, Goodspeed Musicals (CT)  
Michael Robertson, The Lark Play Development Center (NY)

**2014 SPRING CONFERENCE COMMITTEE**
Elisabeth Challener, ZACH Theatre (TX), *Chair*  
Mike Ceceri, Theatre by the Sea (RI)  
Mary Cook, La Jolla Playhouse (CA)  
Steve Knight, TheatreWorks (CA)  
Lauren Lovell, ZACH Theatre (TX)  
Buck Mason, McCoy Rigby Entertainment (CA)  
Jim Reynolds, ZACH Theatre (TX)

**SPECIAL THANKS**
Amanda Adams, Renelle Bedell, Daryl Jones, Liz Lopez, Lauren Lovell, Dave Steakley and everyone at ZACH Theatre