



#namtSC14
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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](#), 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 Kwofe 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 Challenger, 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

End of Conference

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.)*

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

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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