

AGENDA

Friday, April 1, 2016

 #namtSC16
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8:00 - 9:00 am **Networking Continental Breakfast**
Magnolia Hotel
1401 Commerce Street
Griffin Room (3rd Floor)

Sponsored by Dallas Theater Center

Dallas Theater Center

9:00 am **Bus to Dallas Theater Center**
Magnolia Hotel
1401 Commerce Street

9:30 - 10:15 am **Welcome Remarks and 30-Second Success Stories**
Dallas Theater Center
Dee and Charles Wyly Theatre
2400 Flora Street
Potter Rose Performance Hall

10:15 - 11:15 am **Keynote Speech: "The Intersection Between Always and Never"**
Potter Rose Performance Hall

Margie Johnson Reese is an arts advocate with wide-ranging experience in Dallas, nationally and abroad. She will speak on her vision for eliminating barriers to creative expression, arts innovation, and changes taking place on the national level.

Reese is currently Executive Director for the newly created Wichita Falls (TX) Alliance for Arts and Culture. Previously, she was Vice President for Programs at Big Thought, where she leveraged public and private sector resources to provide arts education experiences for children and their families; Director of the Office of Cultural Affairs for the City of Dallas; General Manager for the City of Los Angeles Department of Cultural Affairs; and advanced cultural projects in West Africa for the Ford Foundation.

11:15 - 11:45 am **Networking Coffee Break**
Wyly Theatre Lobby

11:45 am - 12:00 pm **A Word From Our Sponsor: Theatrical Rights Worldwide**
Potter Rose Performance Hall

12:00 - 1:00 pm

It's Still All About The Patron

Potter Rose Performance Hall

At last year's Spring Conference on fundraising, we discussed the fact that most patrons don't see your theatre as a collection of departments, simply as a theatre. The same principle applies to marketing and audience development. How can your whole organization work together to get people in the door and keep them there? Where do the lines get drawn when something falls into multiple jurisdictions, like community engagement?

Moderated by Phil Santora (TheatreWorks Silicon Valley), with Angela Cassette (Music Theatre Wichita), Cheryl Farley (Ogunquit Playhouse), Darcy Koch (Dallas Theater Center) and Greg Patterson (WaterTower Theatre).

1:00 - 2:30 pm

Lunch

Wyly Theatre Lobby

Sponsored by R&H Theatricals



2:30 - 2:45 pm

Dallas Theater Center Tours

2:45 - 3:45 pm

Concurrent Breakout Sessions

Marketing and Community Outreach

Education Center (9th Floor)

Where do these two areas overlap and how do they differ? Where is the line between education and audience development?

The Culture of Discounting

Sky Lounge (10th Floor)

Have patrons come to expect discounts to everything? Are we setting our prices just so we can discount them later?

Collaborating With Other Institutions

Potter Rose Performance Hall

From list-sharing to connected programming, how do theatres work with other arts organizations in their communities? What are the benefits and the pitfalls?

Marketing on a Budget

Wyly Theatre Lobby

Tips, tricks and commiseration on getting the most bang for your marketing buck.

3:45 - 4:45 pm

Making the Most of Your Data*Potter Rose Performance Hall*

We all know how powerful and useful data can be – and also how easy it can be to get buried under it. As technology and tools evolve, how is your organization keeping up and using information to better serve your customers and find new ones? How can theatres pay for new systems and the people to run them?

Moderated by Buck Mason (McCoy Rigby Entertainment), with Drew Francis (Red Mountain Theatre Company), Shyam Oberoi (Dallas Museum of Art), Maura Sheffler (The Arts Community Alliance) and Zannie Voss (National Center for Arts Research).

4:45 - 5:30 pm

Drill-Down Breakout Sessions

We'll break into groups for further discussion of each of today's topics. Pick the one that most interested you or that you want to learn more about.

It's All About The Patron*Wyly Theatre Lobby***Making The Most of Your Data***Potter Rose Performance Hall*

If you are attending End of the Rainbow at Uptown Players:

Buses will depart the Wyly Theatre at 5:30 pm and drop us off at the Kalita Humphreys Theatre. From there, it is a short walk to many restaurants for dinner on your own (see directions and suggestions in both your digital and paper packets) before the show at 8:00. Buses will shuttle back to the Magnolia Hotel following the performance and following the post-show reception.

If you are not attending End of the Rainbow:

Have a wonderful evening! Transportation from the Wyly Theatre to the Magnolia Hotel will not be provided; however it is a very easy walk, or you will find transit instructions in both your digital and paper packets, and at namt.org/map. Even if you're not coming to the show, you're welcome to ride the bus to Uptown if you'd like to explore that neighborhood with us. Uber and Lyft are both active in Dallas as well.

5:30 pm

Bus to Uptown

Buses will drop those attending *End of the Rainbow* at the Kalita Humphreys Theatre prior to the show for dinner on your own. It is a short walk to a wide variety of restaurants (directions and recommendations are in your conference packets).

8:00 pm

End of the Rainbow

*Uptown Players
Kalita Humphreys Theater
3636 Turtle Creek Blvd*

This is an add-on event for attendees who registered for it with their Conference registration. Your tickets are in your Conference packets.

10:30 pm

Uptown Players Opening Night Reception



Sponsored by Uptown Players

Transportation will be provided from the theatre back to the Magnolia Hotel in at least two shifts, following the performance and later in the evening for those who wish to stay for the reception.

Saturday, April 2, 2016

8:00 - 9:00 am **Networking Continental Breakfast**

*Magnolia Hotel
1401 Commerce Street
Griffin Room (3rd Floor)*



Sponsored by The Hollywood Pantages

9:00 am **Bus to Dallas Summer Musicals**

*Magnolia Hotel
1401 Commerce Street*

9:30 - 10:30 am **Making Your Theatre The Attraction**

*Dallas Summer Musicals
The Music Hall at Fair Park
909 1st Ave
M Dining*

Shows come and go, but your theatre is constant. How do you make it the star? More importantly, how do you position theatre as a thing to do on par with other attractions in your area, with people who may not know they love theatre yet?

With Michael Ballam (Utah Festival Opera and Musical Theatre), Dan McMahon (Goodspeed Musicals) and Michael Murphy (The Old Globe).

10:30 - 11:30 am **The State of Subscriptions**

M Dining

For years we've been hearing that the subscription model is dying, but is it? What's the current state of subscriptions among NAMT members? We'll hear case studies from theatres with successful subscription programs and those who are trying new models.

Moderated by Wayne Bryan (Music Theatre Wichita), with Robert Fleskes (Ticketmaster), Jeff Loeb (The Hollywood Pantages), Jeff Rane (Uptown Players) and Nena Theis (North Carolina Theatre).

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

Music Hall Center Foyer

12:00 - 1:00 pm

Audience Loyalty and Retention: Customer Service and Beyond

M Dining

Getting new subscribers is just the beginning; how do we keep them? What about single ticket buyers? Are our theatres welcoming spaces? What do audiences really want and expect from us?

With Lindsay Anderson (TRG Arts), Garrett Collins (Center Theatre Group), Brad Pritchett (Dallas Theater Center) and Danyel Siler (Lyric Theatre of Oklahoma).

1:00 - 2:30 pm

Lunch

*Dallas Summer Musicals
The Music Hall at Fair Park
909 1st Ave*



Sponsored by Music Theatre International

2:30 - 2:45 pm

Dallas Summer Musicals Tours

2:45 - 3:45 pm

Old and New Ways of Creating Buzz

M Dining

How has the shifting media landscape affected your ability to get preview press, reviews and word-of-mouth? Have digital publications, content marketing and social media made up for the loss of print critics? Have your methods for reaching audiences evolved in recent years?

Moderated by Kwofe Coleman (The MUNY), with Steven Box (The Human Race Theatre Company), David Dombrosky (InstantEncore), Amanda Farrow (Dallas Summer Musicals), Tony Joy (Dallas Summer Musicals) and Craig Lynch (Uptown Players).

3:45 - 4:30 pm

Drill-Down Breakout Sessions

We'll break into groups for further discussion of each of today's topics. Pick the one that most interested you or that you want to learn more about.

Making Your Theatre The Attraction
The State of Subscriptions
Old and New Ways of Creating Buzz
NAMT's New Strategic Plan

4:30 - 4:45 pm

Wrap-Up

M Dining

4:45 pm

Bus to Magnolia Hotel

Transportation from Dallas Summer Musicals to the Magnolia Hotel.

6:30 pm

Closing Dinner

Iron Cactus
1520 Main Street

This is an add-on event for attendees who registered for it with their Conference registration. From the Magnolia: Exit the side door and make a left.

Thank you for attending the 2016 NAMT Spring Conference.

Your feedback is very important to us! Please fill out the evaluation form online at
namt.org/sc16eval

(you will receive an email with this link at the conclusion of the conference).

EDUCATIONAL RESOURCES COMMITTEE

Phil Santora, TheatreWorks Silicon Valley (CA), *Chair*
Michael Ballam, Utah Festival Opera Company (UT)
Wayne Bryan, Music Theatre Wichita (KS)
Kathy Evans, Rhinebeck Writers Retreat (NY)
Mark Fleischer, Pittsburgh CLO (PA)
Donna Lynn Hilton, Goodspeed Musicals (CT)

2016 SPRING CONFERENCE COMMITTEE

Steven Box, The Human Race Theatre Company (OH)
Paulette Hopkins, Dallas Summer Musicals (TX)
Tony Joy, Dallas Summer Musicals (TX)
Darcy Koch, Dallas Theater Center (TX)
Greg Patterson, WaterTower Theatre (TX)
Brad Pritchett, Dallas Theater Center (TX)
Jeff Rane, Uptown Players (TX)
Steve Tate, Atlantic Theater Company (NY)
Nena Theis, North Carolina Theatre (NC)