

Thursday, March 30, 2017



#namtSC17

Wi-Fi Network: NAMTSC17

Wi-Fi Password: Pantages1930

7:30 - 8:00 am

Gather at Hilton

Ballroom Circle

Hilton Los Angeles Universal City

555 Universal Hollywood Drive

Attendees who are departing from the Hilton Los Angeles Universal City will gather at the Ballroom Circle (see enclosed map) to board buses departing for the Hollywood Pantages.

From the guest room elevators, just keep walking through the lobby, past the check-in desk, restaurant, and "coffee corner," and straight ahead through the ballroom corridor.

8:00 - 8:30 am

Transportation from Hilton to Hollywood Pantages

Departs from Hilton Los Angeles Universal City

555 Universal Hollywood Drive

8:30 - 9:30 am

Check-in and Breakfast

The Hollywood Pantages Theatre

6233 Hollywood Boulevard



Sponsored by The Hollywood Pantages

9:30 - 10:30 am

Welcome Remarks and 30-Second Success Stories

Pantages Theatre Lobby

10:30 - 11:30 am

Keynote Speaker: Robert Greenblatt

Pantages Theatre Lobby

Robert Greenblatt joined NBCUniversal in January 2011 as Chairman, NBC Entertainment and reports to NBCU Chief Executive Officer Steve Burke. In this role, Greenblatt is responsible for all aspects of primetime, late night, daytime and first-run syndication programming.

11:30 - 11:45 am

Coffee Break

Pantages Theatre Lobby

11:45 am - 12:45 pm

What is “The Full Patron Experience?”

Pantages Theatre Lobby

Over the next two days you’ll be hearing a lot about “the full patron experience.” So how do we define that? How do marketing and fundraising best (or begin to) communicate with each other and with patrons in a unified and meaningful way? Where does the patron’s experience begin? Their mailbox or computer? Your lobby or box office? When they get to their seat or when the curtain goes up? Whose job is it to create all of those different experiences and ensure that they add up to a meaningful whole that represents your theatre in a positive way? Our panelists will answer those questions – and so will you, in a group discussion digging into how your individual theatre defines these terms.

Moderated by Frank Stilwagner (Village Theatre), with Marisa Butler (Phoenix Theatre), Gretchen Feyer (Berkeley Playhouse), David Seals (TRG Arts) and Daniel Thomas (42nd Street Moon).

12:45 – 1:00pm

Commercial Strategies for Non-Profit Patron Experiences

Pantages Theatre Lobby

Nicholas Ronan (AudienceView)

1:00 - 2:30 pm

Lunch and New Musicals Inc. Concert

Pantages Theatre Lobby

Lunch sponsored by R&H Theatricals



Over lunch, NAMT member New Musicals Inc. will present selections from several shows they’re developing with local Los Angeles writers.

The concert will include selections from *Spellbound* by Ben Boecker, *Darby O’Gill and the Leprechaun Queen* by Scott Guy and Ron Barnett, a show by Greg Nabours, *Leap* by Zachary Spound, *Invisible* by David Hollingsworth and David Orris (2016 National Fund for New Musicals Project Development Grant), and *Oklahoma in Wisconsin* by Richard Castle and Matthew Levine.

*Performed by members of the Academy Repertory Company:
Sari Rose Barron, Conchita Belisle Newman, David Holmes,
Christopher Maikish and Lia Peros, with Ron Barnett on piano.
Hosted by Elise Dewsberry and Scott Guy.*



2:30 - 3:30 pm

Concurrent Breakout Sessions

Concurrent breakout sessions for casual discussion on various topics. Come to learn more, ask questions or share your company's success stories.

Surveys: Not Just for Marketing

Led by Daniel Thomas (42nd Street Moon)

West Inner Lobby

Balancing Print and Digital Media

Led by Michael Betts (Musical Theatre West)

East Inner Lobby

Social Media For Everyone: Beyond Giving Tuesday

Led by Frank Stilwagner (Village Theatre)

West Lower Bar

Marketing To Millennials...By Millennials!

Led by Jennifer Hunter, Thomas McCarthy, Daniel McLaughlin and Samantha Raun (University of St. Paul)

East Lower Lobby

3:30 - 4:30 pm

Breaking Down Silos

Pantages Theatre Lobby

How do you break down silos within your organization to integrate communication across departments – not just marketing and development, but artistic, production, education, front-of-house and more – and send a unified message to your patrons? We'll hear from teams from some of our member theatres – and put them on the spot to see how well they *really* work together!

Moderated by Courtney Simms (The MUNY), with Nancy Altschuler & Dan McMahon (Goodspeed Musicals), Dan Breen & Cheryl Farley (Ogunquit Playhouse) and Marc Robin (Fulton Theatre).

4:45 - 5:45 pm

Content and Stewardship

Pantages Theatre Lobby

How can we rally our loyal patrons, donors, board members and artists into being our ambassadors in the community? How can we best use community partners, beyond hanging posters in their windows? How can we cultivate active and vibrant volunteers? What "shareable" content can we provide to assist our supporters in these tasks, as well as to engage and excite our audiences and donors?

Moderated by Elisabeth Challener (ZACH Theatre), with Michael Ballam (Utah Festival Opera and Musical Theatre), Michael Betts (Musical Theatre West), Wayne Bryan (Music Theatre Wichita) and Van Kaplan (Pittsburgh CLO).

5:45 - 7:45 pm

Reception

Pantages Theatre Lobby



Sponsored by Pittsburgh CLO & The Hollywood Pantages

7:00 pm

Transportation from Hollywood Pantages to Hilton Los Angeles Universal City

For those not attending *An American In Paris* who would like to return to the hotel. Or, feel free to explore Hollywood and travel on your own, or to take the post-show bus back from the Pantages.

8:00 pm

Add-On Event: *An American in Paris*

*The Hollywood Pantages Theatre
6233 Hollywood Boulevard*

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

10:30 pm (approx.)

Transportation from Hollywood Pantages to Hilton Los Angeles Universal City

Following *An American In Paris*.

Friday, March 31, 2017

 @NAMT

 @NAMTpics

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8:00 - 8:15 am

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*Hilton Los Angeles Universal City
555 Universal Hollywood Drive*

Ballroom Circle

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8:15 - 8:45 am

Transportation from Hilton to Hollywood Pantages Theatre

*Departs from Hilton Los Angeles Universal City, Ballroom Circle
555 Universal Hollywood Drive*

8:45 - 9:30 am

Breakfast

*The Hollywood Pantages Theatre
6233 Hollywood Boulevard*

Sponsored by Music Theatre International & TRG Arts



MUSIC THEATRE
INTERNATIONAL

TRG
ARTS

9:30 - 10:30 am

Creating Connections: Disney Parks' New Audience Strategies

Pantages Theatre Lobby

Members of the marketing and strategy teams from Walt Disney Imagineering and The Disneyland Resort® will present case studies examining the connections between marketing and patrons, with a look at how artistic content is incorporated into marketing messages for their guests. Even with a worldwide known brand like Disney, effective positioning is key to attracting guests, reaching developing markets and managing expectations about new entertainment offerings. We'll explore where these strategies overlap with those of traditional theatres, for lessons you can take back and apply to your organization.

Moderated by Shelby Jiggets-Tivony, with Dana Harrel, Jeff van Langeveld and Marty Muller.

10:30 - 10:45 am

How I Learned to Stop Worrying and Love Mobile

Pantages Theatre Lobby

Wendi Lebow (Goldstar)

11:00 am - 12:00 pm **Overcoming Obstacles**

Pantages Theatre Lobby

A cold, hard look at some of the challenges in implementing the ideas and goals we discussed yesterday. What are the “pinch points,” both inside and outside the organization? Is your company culture resistant to change? Are your patrons? Do you feel budget, staffing or technology restrictions are getting in the way? We’ll collect some examples from our attendees throughout the conference, and our panelists will discuss clever and practical ways to overcome these obstacles – many of which may simply be matters of perception – and create a culture of “yes.”

Moderated by Donna Lynn Hilton (Goodspeed Musicals), with Keith Cromwell (Red Mountain Theatre Company), Kim Glann (LA County Arts Commission), Amelia Heape (The Hollywood Pantages), Tim Kashani (Apples and Oranges Arts) and Ralph Weeks (Walnut Street Theatre).

12:00 - 1:30 pm **Lunch and NAMT Membership Update**

Pantages Theatre Lobby

Lunch sponsored by Ticketmaster

 ticketmaster®

1:30 - 2:30 pm **Affinity Breakout Sessions**

Pantages Theatre Lobby

Concurrent breakout sessions for casual discussions on how you and your teams market and fundraise for seasons of...

Classics

West Inner Lobby

New Works

East Inner Lobby

Plays and Musicals

West Lower Bar

Musicals Only

East Lower Lobby

We know these topics overlap and that many organizations will have multiple staff members in attendance, so this is your chance to divide and conquer!

2:30 - 3:30 pm

Putting a Personal Face on Your Organization

Pantages Theatre Lobby

How does everything we've discussed over these two days get distilled into what your patrons and donors see and experience? Who speaks for your newly unified theatre? What sort of character do you want your theatre to have? How will you implement the tools of this Conference next week, next month, next season, next decade?

Moderated by Matt Morrow (Diversionary Theatre Productions), with Kwofe Coleman (The MUNY), Gigi Fusco Meese (3-D Theatricals), Scott Goldman (GRAMMY Foundation) and Jamie Lilly (Village Theatre).

3:30 - 4:30 pm

Transportation from Hollywood Pantages to Disney Imagineering

Attendees meeting us at Center Theatre Group will have plenty of time to explore Hollywood or Downtown Los Angeles on their own. Public transit (see enclosed map), cabs or ride-hailing services are readily available.

4:30 - 5:30 pm

Add-On Event: A Peek Inside The Magic at Walt Disney Imagineering

Tour the offices and studios where the Disneyland magic is made! See where sets, costumes, animatronics and more come to life, including Walt Disney's original sculpture studio.

This is an add-on event for attendees who registered for it with their Conference registration. Additional information is in your Conference packet.

5:30 - 6:30 pm

Transportation from Walt Disney Imagineering to Center Theatre Group

If you are not planning to attend the reception at Center Theatre Group and are returning to the hotel, we recommend using a ride-hailing app to call a car, or taking our bus to Downtown Los Angeles where you can connect to public transit. The bus will return to the hotel following the reception as well.

6:30 - 7:30 pm

Add-On Event: Reception at Center Theatre Group

*Center Theatre Group Annex
Rehearsal Room C
601 W. Temple Street*

This is an add-on event for attendees who registered for it with their Conference registration.

7:45 pm

Transportation from Center Theatre Group to Hilton Los Angeles Universal City

Bus will return those not attending *Fun Home* to the hotel. Or feel free to explore Downtown Los Angeles and travel on your own, or take the post-show bus back from the Ahmanson.

8:00 pm

Add-On Event: *Fun Home*

Ahmanson Theatre
135 N Grand Ave
Los Angeles, CA

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

10:00 pm (approx.)

Transportation from Ahmanson Theatre to Hilton Los Angeles Universal City
Following *Fun Home*.

Thank you for attending the 2017 NAMT Spring Conference.

Your feedback is very important to us! Please fill out the evaluation form online at
namt.org/sc17eval

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

EDUCATIONAL RESOURCES COMMITTEE

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

2017 SPRING CONFERENCE COMMITTEE

Frank Stilwagner, Village Theatre (WA), *Co-chair*
Daniel Thomas, 42nd Street Moon (CA), *Co-chair*
Nancy Altschuler, Goodspeed Musicals (CT)
Michael Betts, Musical Theatre West (CA)
Lisa Cooney, Paper Mill Playhouse (NJ)
T.J. Dawson, 3-D Theatricals (CA)
Matt Morrow, Diversionary Theatre Productions (CA)
Courtney Simms, The MUNY (MO)