

## Thursday, April 5, 2018



#namtSC18

7:30 - 8:30 am

### **Breakfast**

*Omni William Penn Hotel  
Lawrence Welk Room (Mezzanine Level)*

Join us for breakfast and pick up your Conference packets and badges before heading to Pittsburgh CLO. (All Conference attendees welcome, whether or not you're staying at the Omni. Packets will be available at Pittsburgh CLO after 8:30 for those who want to meet us there.)

8:30 - 8:45 am

### **Walk to Cabaret at Theatre Square**

*655 Penn Ave*

8:45 - 9:30 am

### **Welcome Remarks & 30-Second Success Stories**

*Cabaret at Theatre Square*

9:30 - 10:30 am

### **Keynote: "No Diving in Shallow Water: How Hidden Consumer Trends Are Changing the World – and the Arts – as We Know It"**

*Cabaret at Theatre Square*

John Dick is the CEO of CivicScience, Inc. and a serial entrepreneur with extensive experience in new business formation, business development, marketing and communications. He is a frequent speaker at the Carnegie Mellon University Don Jones Center of Entrepreneurship, an accomplished writer with regular contributions to *AdAge*, the *HuffingtonPost* and *Forbes* and has appeared on *Good Morning America*, the *AXS TV Grammy Prediction Special* and as a speaker at numerous market research and business conferences.

10:30 - 10:45 am

### **Networking Coffee Break**

*Cabaret at Theatre Square*

10:45 am - 12:00 pm

### **What Are We Selling...And To Whom?**

*Cabaret at Theatre Square*

How does marketing an individual show differ from marketing your institution as a whole? How can we develop strong artistic brands so that people trust us even if they're unfamiliar with an individual title? How can a patron's first entry point – a specific show, a special event, community engagement – lead them to other programming and a lifetime of loyalty?

*Moderated by Jeff Loeb (The Hollywood Pantages), with Paige Beal (Point Park University), Ed Gilchrist (Walnut Street Theatre), Jamie Lilly (Village Theatre), James McNeel (City Theatre Company) and David Seals (TRG Arts).*

12:00 - 1:15 pm

## **Lunch**

*Cabaret at Theatre Square*



*Lunch sponsored by R&H Theatricals and The Hollywood Pantages*

1:15 - 2:45 pm

## **The Circle of Patron Life**

*Cabaret at Theatre Square*

Every theatre wants younger patrons, but no theatre wants to alienate its older patrons. How do you create a welcoming environment for all while addressing different economic, scheduling and physical needs? Following a brief panel discussion, we'll break out into groups to strategize and discuss best practices, then reconvene to share.

*Moderated by Dan Murphy (The Broadway Rose Theatre), with Beth Adele (Lyric Theatre of Oklahoma), Cheryl Farley (Ogunquit Playhouse) and Drew Nebrgy (ZACH Theatre).*

2:45 - 3:45 pm

## **Harnessing Energy Online**

*Cabaret at Theatre Square*

How can you respond quickly and appropriately to a world that changes rapidly, and patrons – or potential patrons – with more platforms than ever before? How can you capture positive buzz – and ticket sales! – with a show or an actor's dedicated fan base? And how do you respond to a political moment sensitively?

*Moderated by Aja Jones (Pittsburgh CLO), with Rachel Carlson (Yelp Pittsburgh), Dan McMahon (Goodspeed Musicals), Carolyn Miller (Creative Endeavor Office) and Andi Perelman (Pittsburgh Penguins).*

3:45 - 4:15 pm

## **Special Presentation: GalaPro**

*Cabaret at Theatre Square*

GalaPro is a revolutionary, innovative app for accessibility and translation which enhances the audience's experience for live shows. Patrons using the app can now enjoy the show in their own language with subtitles, dubbing, audio description, closed captioning, and amplification. All services are provided real-time, using voice recognition technology. GalaPro will be demoed on Wednesday evening during *Up And Away*. Learn more about the service at this special session, presented by Host Sponsor Pittsburgh CLO.

7:30 pm

## **Evening Networking Drinks (Optional)**

*Speakeasy at the Omni William Penn*

We know it can sometimes be hard to find your NAMT friends and colleagues after-hours, so we've chosen an "official" Conference bar! Join us for networking (or just fun) cocktails at the intimate classic cocktail lounge under the Omni William Penn. (Cash bar.)

10:30 pm

**Pittsburgh CLO Late-Night Cabaret: Musical Theatre Artists of Pittsburgh (Optional)**

*Cabaret at Theatre Square*

Join us for a late night edition of MTAP artists and authors bringing their own unique and original songs for your entertainment.

*No cover charge, cash bar. Saturday-Sunday Spark registration NOT required.*

**Friday, April 6, 2018**

 @NAMT

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#namtSC18

8:00 - 9:00 am **Breakfast**  
*Omni William Penn Hotel*  
*Lawrence Welk Room (Mezzanine Level)*

9:00 - 9:15 am **Walk to Cabaret at Theatre Square**  
*655 Penn Ave*

9:30 - 10:30 am **Special Presentation: Andrea Clark Smith**  
*Cabaret at Theatre Square*

Andrea Clark Smith, Senior Associate Counsel and Vice President of Employment & Labor Group with the University of Pittsburgh Medical Center (UPMC), will speak on Sexual Harassment In The Workplace. Prior to supporting UPMC, Smith worked for American Airlines, in Fort Worth, TX as its Senior Employment Law Counsel. A Pittsburgh native, Smith started her legal practice with the law firm Reed Smith and later the firm Jackson Lewis; she also taught a graduate course at LaRoche College in Pennsylvania on the Legal Aspects of Human Resources Management. Smith began her in-house legal practice in 1995 as an Assistant General Counsel with Rockwell International in Pittsburgh. At UPMC, Smith leads the Employment & Labor Group, whose focus includes counseling management on employment law and immigration issues as well as managing employment litigation, negotiating, and administering the company's collective bargaining agreements. She received her undergraduate degree from Spelman College (Atlanta, GA) and her law degree from Emory University's School of Law (Atlanta, GA). She is a member of a number of legal and community organizations, including the American Bar Association, the Association of Corporate Counsel, and the Advisory Board of the National Association of Minority and Women Owned Law Firms.

10:30 - 11:45 am **A Confluence of People: Making Theatre Welcoming for All**  
*Cabaret at Theatre Square*

What role can the marketing department play in helping everyone feel welcome and comfortable in our theatres? From physical accessibility for patrons with disabilities, to cultural and economic barriers we may not realize are there, we can all work to provide better access and comfort.

*Moderated by Pamela Adams (Atlantic Theater Company), with Jennifer Birnie (Pittsburgh Musical Theater), Vanessa Braun (Pittsburgh Cultural Trust), Kenneth Foster (Spektrix), Drew Francis (Red Mountain Theatre Company) and Patrick Jordan (barebones productions).*

11:45 am - 12:00 pm **Networking Coffee Break**  
*Cabaret at Theatre Square*

12:00 - 1:00 pm **New Works in a Changing Media Landscape**  
*Cabaret at Theatre Square*

Audiences used to rely on critics and other “tastemakers” to steer them towards new works. As arts coverage shrinks, how do theatre-goers learn about unfamiliar titles? Who and what helps them decide what to see? How can we help drive that conversation?

*Moderated by Angela Grant (North Carolina Theatre), with Laura Greenawalt (City Theatre), Tim Kashani (Apples & Oranges), Mara Nadolski (Pittsburgh in the Round) and Nick Ronan (AudienceView)*

1:00 - 2:15 pm **Lunch**  
*Cabaret at Theatre Square*

*Lunch sponsored by The Musical Company and Ticketmaster*



2:15 - 3:00 pm **Concurrent Breakout Sessions**  
*Cabaret at Theatre Square*

Casual conversations on valuable topics.

**What Are Companies Looking for in Corporate Sponsorship Proposals**

*Led by Wynne Fedele (Pittsburgh CLO), with Joseph B. Smith (Dollar Bank), Dan Donovan (Giant Eagle) and Neil Parham (Highmark Blue Cross Blue Shield)*

**How Can Theatres Be More Like Tech Startups?**

*Led by John Dick (CivicScience), with Rich Lunak (Innovation Works)*

**Alternative Revenue Streams**

*Led by Angela Grant (North Carolina Theatre)*

**Maximizing Your Customer Journey: Before, During and After**

*Led by Kenneth Foster (Spektrix)*

3:15 - 4:00 pm **"Classic" or "Problematic"?**  
*Cabaret at Theatre Square*

Times change; should our repertoire change with them? How can we address classic musicals with dated social elements in both programming and marketing? Should we? What happens when sensitivity to one group of audience members alienates another?

*Moderated by Wayne Bryan (Music Theatre Wichita), with Kwofe Coleman (The MUNY), Sean Flahaven (The Musical Company), David Kimple (Samuel French) and Carol Marquis (Maine State Music Theatre).*

4:00 - 4:15 pm **Wrap-Up**  
*Cabaret at Theatre Square*

4:15 - 5:30pm

**Add-On: Tour the New Pittsburgh Playhouse**

*Leave from Cabaret at Theatre Square*

A tour of Point Park University's still-under-construction Pittsburgh Playhouse, in the heart of downtown.

When Point Park University envisioned the new Pittsburgh Playhouse, one of its foremost considerations was to create a state-of-the-art learning center where all students at the University could merge their energy, talent and ambition in a central location. The University also wanted to continue its commitment to respect the architectural rhythm and historic integrity of the neighborhood. The new Pittsburgh Playhouse does all of that and more while also offering its theatre patrons a unique opportunity to experience 100 percent of the theatre experience.

Set to open in the fall of 2018, the Pittsburgh Playhouse at Point Park University is a 90,000-square-foot building, which cost \$60 million to build and furnish and is located on 1.6 acres of land along the Forbes Avenue corridor in the city's central business district. The new building, connected at all three levels to two historic buildings, houses three theaters that includes a proscenium/thrust stage theater seating 535, a studio theater seating 250 and an intimate black box theater with 100 seats. Additionally the building features production areas, a sound stage, prop shop, café and technical spaces for the theater and cinema arts programs.

Because this is an active work site, you must have pre-registered to attend this add-on.

7:00 - 10:00 pm

**Add-On: Conference Closing/Festival Kick-Off Reception**

*The Andy Warhol Museum*

*117 Sandusky Street*

*The Warhol is "New Yorker walking distance," and directions will be provided. A shuttle will also be available from the Omni starting at 6:45 pm and running until 7:30. (A single shuttle will make multiple trips.)*

Pittsburgh CLO invites you to wrap up the Spring Conference and begin the Spark Festival in fabulous Pittsburgh style at the Andy Warhol Museum. Cocktails, light food and beverage and exclusive access to the museum are included.

The Andy Warhol Museum holds the largest collection of Warhol's artworks and archival materials. They are one of the most comprehensive single-artist museums in the world and the largest in North America.

You may add this on to your registration for either the Conference or the Festival (or both) for \$50.

10:30 pm

**Pittsburgh CLO Late-Night Cabaret: *Q Gents* (Optional)**

*Cabaret at Theatre Square*

Chicago hip-hop sensations, the Q BROTHERS will bring their unique and exciting brand of performance to Pittsburgh for the first time as part of the SPARK festival Late Night Series. Best known for the *New York Times* Critics' Pick, *Othello: The Remix* (NAMT Festival 2015), brothers JQ and GQ, along with their deejay Jackson Doran, will storm the CLO Cabaret stage on Friday, April 6 with *Q Gents*. *Q Gents* is the Q Brothers' two-man hip-hop version of William Shakespeare's *Two Gentlemen of Verona*. Over 20 characters are played by two actors who never leave the stage in this 75-minute wild ride!

*No cover charge, cash bar. Saturday-Sunday Spark registration NOT required.*

*Thank you for attending the 2018 NAMT Spring Conference.*

*Your feedback is very important to us! Please fill out the evaluation form online at*  
**[namt.org/sc18eval](http://namt.org/sc18eval)**

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

**EDUCATIONAL RESOURCES COMMITTEE**

Dan Murphy, The Broadway Rose Theatre (OR), *Chair*  
Michael Ballam, Utah Festival Opera Company (UT)  
Wayne Bryan, Music Theatre Wichita (KS)  
Mark Fleischer, Pittsburgh CLO (PA)  
Donna Lynn Hilton, Goodspeed Musicals (CT)  
Robb Hunt, Village Theatre (WA)  
Jennifer Jaquess, Red Mountain Theatre Company (AL)  
Orlando Morales, The 5th Avenue Theatre (WA)

**2018 SPRING CONFERENCE COMMITTEE**

Anika Chapin, Goodspeed Musicals (CT)  
Colleen Doyno, Pittsburgh Musical Theater (PA)  
Angela Grant, North Carolina Theatre (NC)  
Drew Francis, Red Mountain Theatre (AL)  
Aja Jones, Pittsburgh CLO (PA)  
Chris Marcacci, The 5th Avenue Theatre (WA)  
R. James Mercer, Pittsburgh CLO (PA)