

**THURSDAY, APRIL 10**

8:00 am	<b>Check-in and Breakfast</b> Sponsored by Live Design Group	Red Mountain Theatre Grand Lobby
9:00 am	<b>Welcome Remarks &amp; Keynote</b>	Discovery Theatre
10:00 am	<b>How Are Y'all Doing?</b>	Discovery Theatre
11:30 am	<b>Break</b> Sponsored by The Muny	Grand Lobby
12:00 pm	<b>Sending the Message</b>	Discovery Theatre
1:00 pm	<b>Lunch</b> Sponsored by Concord Theatricals	Grand Lobby
2:15 pm	<b>Marketing's Role in Accessibility &amp; Community Engagement</b>	Discovery Theatre
3:15 pm	<b>Break</b>	Grand Lobby
3:30 pm	<b>Concurrent Breakout Sessions</b> Alternative Revenue Streams Social Media Strategy Marketing for Artistic Directors Artistic for Marketing Directors	Studio 2 Studio 3 Studio 4 Studio 5
4:15 pm	<b>Break</b>	Grand Lobby
4:30 pm	<b>Red Mountain Theatre's Arts Campus</b>	Mainstage Theatre
6:00 pm	<b>Pre-Theatre Reception</b> Sponsored by Music Theatre International	Studio 2
7:30 pm	<b>Disney's <i>Freaky Friday</i></b>	Mainstage Theatre

**FRIDAY, APRIL 11**

8:00 am	<b>Breakfast</b> Sponsored by Broadway Licensing Global	Grand Lobby
9:00 am	<b>NAMT Updates</b> <b>University Co-Productions</b> <b>A Word From Our Sponsor:</b> Break-Away Tours	Discovery Theatre
10:15 am	<b>Collaborating Across Departments</b>	Discovery Theatre
11:15 am	<b>AI in the Arts</b>	Discovery Theatre
12:15 pm	<b>Break</b> Sponsored by The Hollywood Pantages	Grand Lobby
12:30 pm	<b>Concurrent Breakout Sessions</b> Marketing to Young(er) Audiences Hands-On AI Analytics & Segmenting Smarter Video Marketing	Studio 2 Studio 3 Studio 4 Studio 5
1:15 pm	<b>Lunch</b> Sponsored by Theatre Under The Stars	Grand Lobby
2:30 pm	<b>Anatomy of a Ticketing Cycle</b>	Discovery Theatre
3:30 pm	<b>Closing Remarks</b>	Discovery Theatre
4:45 pm	<b>Transportation to BCRI</b>	Hilton Garden Inn/Home2Suites
6:15 pm	<b>Closing Reception @ Vulcan Park</b>	Vulcan Park & Museum
8:00 pm	<b>Transportation Returns to Hilton Garden Inn/Home2Suites</b>	