

**STANDING ROOM ONLY:
Strategies for Marketing Musical Theatre**

Come to San Francisco for the marketing course that has expanded the minds of top CEOs across the country. Using the principles and practices of the world-renowned Kellogg Graduate School of Management, Northwestern University marketing expert Joanne Scheff will lead seminars designed for our industry and your organization. Discussions and break-out sessions will help participants develop the long-term marketing strategies critical to survival and success in musical theatre. The Conference also will provide you with time for networking, fun and socializing in the radiant city by the bay. **Please join us in San Francisco for a weekend that could change the life of your organization.**

1998 SPRING CONFERENCE PROGRAM
(Times subject to change.)

Thursday, April 2nd

3-5 pm Early Registration Main Lobby

Friday, April 3rd

9 am Conference Registration Main Lobby

9-11 am Committee Meetings TBA

11 am-2 pm Board of Directors Meeting

2:30-3 pm OPENING SESSION

3-4:30 pm INTRODUCTION AND FIRST MARKETING SESSION
With Joanne Scheff

The Marketing Mindset:

- A customer-centered approach
- Components of strategic marketing

4:30-4:50 pm Coffee Break

4:50-6:15 pm FIRST MARKETING SESSION continued

6:30-8:00 pm OPENING NIGHT RECEPTION

Evening free to attend the theatre

Saturday, April 4th

8-9 am Continental Breakfast

9-10:30 am SECOND MARKETING SESSION

Marketing Principles:

- Segmenting, targeting and positioning
- The five "P's" of marketing: Product, price, promotion, place and people.

10:30-10:50 am Coffee Break

11am-12 pm SECOND MARKETING SESSION continued

12-2 pm CONFERENCE LUNCHEON

2:30-4 pm THIRD MARKETING SESSION

Building Audience Frequency and Loyalty:

- How to realize the life-time value of subscribers
- Alternatives such as memberships, flex-plans, group sales

4-4:30 pm Coffee Break

5-5:30 pm THIRD MARKETING SESSION continued

6-8 pm Cocktail Reception (Location TBA)

Evening free to attend the theatre

Sunday, April 5th

8:30-9:45 am Questions and Answers Breakfast with Joanne Scheff

10 am-12 pm MEMBERSHIP BUSINESS MEETING

Opportunity to discuss NAMT initiatives and to hear from Alliance members

12 pm OFFICIAL END OF CONFERENCE

12-2 pm Board of Directors Meeting

3-3:30 pm Optional Tour of ACT's newly-restored Geary Theatre
(Pending final approval)