SPRING CONFERENCE 2001
AGENDA

Pre-Conference Events
WEDNESDAY, APRIL 25
3:00pm-5:00pm
Early Registration
Conference Host
Foyer, 2nd Floor

Development Committee Meeting
Embassy
Ambassador

Membership Committee Meeting
Coronet

Festival & New Works Committees Joint Meeting
Fleur de Lis

6:30pm-8:30pm
Executive Committee Dinner

THURSDAY, APRIL 26
8:30am-4:30pm
Registration Table Open
Foyer, 2nd Floor

Leadership Breakfast Meeting
Riviera
All members of committees, the Board, and the Presidents' Council are
encouraged to attend this first-of-its-kind leadership meeting.

11:00am-1:00pm
Board of Directors Meeting/Working Lunch
Embassy

1:00pm - 1:30pm
Pre-Conference New Works Presentation
Versailles Ballroom
Men Are From Mars, Women Are From Venus
By John Gray and Rita Abrams
Presented by Columbia Artists Theatricals
All conference participants are invited to attend.

1:30pm - 2:00pm
Pre-Conference Coffee Break
Foyer, 2nd Floor
Sponsored by Shubert Ticketing Services

Conference Agenda
THURSDAY, APRIL 26
2:00pm
Conference Kick Off: The Adventure Begins!
Versailles Ballroom
Van Kaplan, Executive Producer, Pittsburgh CLO
President of the Board

Doug Evans, Managing and Producing Director, The Globe Theatres
Host of Spring Conference 2001

Trudi Biggs, Executive Director, National Alliance for Musical Theatre

2:15pm
Special Guest Survivor
Riviera, Ambassador,
Des McAnuff, Artistic Director of La Jolla Playhouse, joins us to kick-off Spring
Coronet, Envoy
Versailles Ballroom

2:45pm
Form an Alliance–Networking Sessions
Riviera, Ambassador,
True survivors form strategic groups of individuals who will help them gather
Coronet, Envoy
resources, share information, and overcome challenges. Start forming your
Versailles Ballroom
own alliance during an afternoon of networking sessions where you'll have
the opportunity to meet with fellow survivors from organizations with similar
budget sizes.

4:00pm
Coffee/Cookie Break
Foyer, 2nd Floor

4:15pm
Form an Alliance, continues
Savoy

5:45pm
Board the NAMT Safari Express
(Meet in the hotel lobby by 5:40pm)
6:30pm-8:00pm  
Set Sail for the San Diego Harbor  
Mix and mingle at our opening night celebration cocktail reception and cruise around the beautiful San Diego harbor. Unlike television’s survivors, you’ll actually enjoy the treats!  
Sponsored by Broadway/San Diego and Broadway/L.A., A Nederlanders Presentation and the following Alliance members:  
American Musical Theatre of San Jose  
California Musical Theatre  
Los Angeles Civic Light Opera

8:00pm  
NAMT Safari Express returns to The Westgate Hotel and the Hacienda Hotel Old Town.

FRIDAY, APRIL 27
8:00am-4:00pm  
Registration Table Open  
Foyer, 2nd Floor

8:30am  
Continental Breakfast  
Sponsored by SeatAdvisor.com  
Foyer, 2nd Floor

8:45am  
Facilitator/Speaker Breakfast  
Facilitators and case study speakers are encouraged to attend an orientation breakfast.  
Normandy

9:30am-10:00am  
The Survivor Challenges Panel  
Join Doug Evans (The Globe Theatres), Host of Spring Conference 2001, as he introduces the facilitators and speakers who will lead the Case Studies in Success discussion sessions.  
Versailles Ballroom

10:00am-5:30pm  
The Survivor Challenges: Case Studies in Success  
In today’s ever-changing climate, how do you keep an audience from voting you out? What tools do you need to attract, quantify, build, and support your current and future audience? Join our member facilitators and experts from the field in interactive sessions focused on how they have turned challenge into opportunity. Each discussion will be conducted four times throughout the day, allowing you and the other members of your tribe to attend each session.

CHALLENGE #1:  
ATTRACTING THE NEW AUDIENCE: CASE STUDIES IN MARKETING & PRODUCT DEVELOPMENT  
Ted Rawlins (Executive Director of Dee Gee Entertainment’s Coronet Theatre), facilitates a discussion with Jack Eldon (Director of Marketing for The Globe Theatres) and Gregg Madoy (Senior Vice President of Television, Movies, and Ministries for Warner Brothers, Inc. and Senior Vice President of Live Entertainment, a division of Time-Warner, Inc.).  
(Ambassador)

CHALLENGE #2:  
QUANTIFYING AND CAPITALIZING ON THE AUDIENCE: CASE STUDIES IN SPONSORSHIP  
Tom McCoy (Executive Producer of McCoy Rigby Entertainment) facilitates a discussion with Warner Depuy (President of Rhino Enterprises) and David Crutcher (National Director of Marketing and Communications for Deloitte & Touche).  
(Envoy)

CHALLENGE #3:  
BUILDING THE FUTURE AUDIENCE: CASE STUDIES IN EDUCATION  
Bob Alwine (Associate Managing Director, The Globe Theatres) facilitates a discussion with Tim McDonald (Director of Music Theatre International’s Broadway Junior Program), Patti Saraniero (Co-Director of Education for The Globe Theatres), and Yolande Spears (Director of Education and Community Initiatives for The Bushnell).  
(Coronet)

CHALLENGE #4:  
SUPPORTING GROWTH: CASE STUDIES IN ORGANIZATIONAL CAPACITY  
Doug Evans (Managing and Producing Director, The Globe Theatres) facilitates a discussion with Thomas Wolf (Chairman and CEO of Wolf, Keens & Company).  
(Riviera)

10:00am-11:15am  
Survival Challenge Round 1

11:15am-11:45am  
Break  
Savoy

11:45am-1:00pm  
Survival Challenge Round 2  
Versailles Ballroom

1:00pm-2:30pm  
Nourishment Stations (aka Luncheon)  
Sponsored by: venueindustry.com
Luncheon Table Hosts:
Ford's Theatre
Music Theatre of Wichita
MSGi Direct (Formally Stephen Dunn & Associates)
TheatreWorks

2:30pm-3:45pm
Survival Challenge Round 3

3:45pm-4:15pm
Coffee Break

4:15pm-5:30pm
Survival Challenge Round 4

5:30pm-6:30pm
No-Host Survival Revival Cocktail Gathering
Whew! After those challenges, join fellow survivors on the Terrace for a beverage.

6:30pm
Dinner On Your Own & Free Night

6:30pm-8:30pm
Presidents' Council Dinner

SATURDAY, APRIL 28
8:30am
Continental Breakfast
Sponsored by Paciolan Systems

8:45am - 5:00pm
Survival Excursion to The Globe Theatres

8:45am
The NAMT Safari Express departs from the Hacienda Hotel Old Town.
(Please meet in the hotel lobby no later than 8:40am.)

9:15am
The NAMT Safari Express departs from The Westgate Hotel.
(Please meet in the hotel lobby no later than 9:10am.)

9:45am
One Survivor's Story: The Globe Theatres
Join Doug Evans as he welcomes you to The Globe Theatres.

10:00am
Special Session: Creating Innovative Education & Family Programs
Featuring kids from the San Diego area, Music Theatre International will present excerpts from its Broadway Junior Program.
Sponsored by Music Theatre International

11:00am-12:30pm
Learn the Territory: Lunch and Tours of The Globe Theatres

1:00pm
Tribal Council
Formerly known as the Membership Business Meeting, you won't want to miss this year's Tribal Council. Someone's torch will be extinguished - don't let it be yours!

2:30pm
Special New Works Presentations

2:30pm-3:15pm
Both Barrels: A Salvo of John Forster Songs
Presented by Apt 4A Productions

3:15pm-3:30pm
Break

3:30pm-4:15pm
TBA

4:15pm-4:30pm
Closing Session

4:30pm
NAMT Safari Express Returns to The Westgate Hotel and the Hacienda Hotel Old Town

5:00pm
The Adventure Concludes: Conference Adjourns