

**SPRING CONFERENCE 2001  
AGENDA**



Conference Host

*Pre-Conference Events*

**WEDNESDAY, APRIL 25**

3:00pm-5:00pm

**Early Registration**

Foyer, 2nd Floor

3:00pm-5:30pm

**Development Committee Meeting  
Membership Committee Meeting  
Festival & New Works Committees Joint Meeting**

Embassy  
Ambassador  
Coronet

6:30pm-8:30pm

**Executive Committee Dinner**

Fleur de Lis

**THURSDAY, APRIL 26**

8:30am-4:30pm

**Registration Table Open**

Foyer, 2nd Floor

9:00am-10:30am

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

Riviera

11:00am-1:00pm

**Board of Directors Meeting/Working Lunch**

Embassy

1:00pm - 1:30pm

**Pre-Conference New Works Presentation**  
*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.

Versailles Ballroom

1:30pm - 2:00pm

**Pre-Conference Coffee Break**  
Sponsored by Shubert Ticketing Services

Foyer, 2nd Floor

*Conference Agenda*

**THURSDAY, APRIL 26**

2:00pm

**Conference Kick Off: The Adventure Begins!**  
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

Versailles Ballroom

2:15pm

**Special Guest Survivor**  
Des McAnuff, Artistic Director of La Jolla Playhouse, joins us to kick-off Spring Conference 2001.

2:45pm

**Form an Alliance--Networking Sessions**  
True survivors form strategic groups of individuals who will help them gather resources, share information, and overcome challenges. Start forming your 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.

Riviera, Ambassador,  
Coronet, Envoy  
Versailles Ballroom

4:00pm

**Coffee/Cookie Break**

Foyer, 2nd Floor  
Savoy

4:15pm

**Form an Alliance, continues**

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 Nederlander 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 Maday (Senior Vice President of Television, Movies, and Miniseries 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 Deputy (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**

1:00pm-2:30pm

**Nourishment Stations (aka Luncheon)**  
Sponsored by: venueindustry.com

Versailles Ballroom



Luncheon Table Hosts:  
 Ford's Theatre  
 Music Theatre of Wichita  
 MSGi Direct (Formally Stephen Dunn & Associates)  
 TheatreWorks

2:30pm-3:45pm	<b>Survival Challenge Round 3</b>	
3:45pm-4:15pm	<b>Coffee Break</b>	Savoy
4:15pm-5:30pm	<b>Survival Challenge Round 4</b>	
5:30pm-6:30pm	<b>No-Host Survival Revival Cocktail Gathering</b> Whew! After those challenges, join fellow survivors on the Terrace for a beverage.	Terrace/Riviera
6:30pm	<b>Dinner On Your Own &amp; Free Night</b>	
6:30pm-8:30pm	<b>Presidents' Council Dinner</b>	Chive 585 Fourth Avenue 619-232-4483
<b>SATURDAY, APRIL 28</b>		
8:30am	<b>Continental Breakfast</b> Sponsored by Paciolan Systems	Foyer, 2nd Floor
8:45am - 5:00pm	<b>Survival Excursion to The Globe Theatres</b>	
8:45am	<b>The NAMT Safari Express departs from the Hacienda Hotel Old Town.</b> (Please meet in the hotel lobby no later than 8:40am.)	
9:15am	<b>The NAMT Safari Express departs from The Westgate Hotel.</b> (Please meet in the hotel lobby no later than 9:10am.)	
9:45am	<b>One Survivor's Story: The Globe Theatres</b> Join Doug Evans as he welcomes you to The Globe Theatres.	Festival Stage
10:00am	<b>Special Session: Creating Innovative Education &amp; Family Programs</b> Featuring kids from the San Diego area, Music Theatre International will present excerpts from its Broadway Junior Program. Sponsored by Music Theatre International	Festival Stage
11:00am-12:30pm	<b>Learn the Territory: Lunch and Tours of The Globe Theatres</b>	Plaza & Italian Garden
1:00pm	<b>Tribal Council</b> 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!	Festival Stage
2:30pm	<b>Special New Works Presentations</b>	Festival Stage
2:30pm-3:15pm	<i>Both Barrels: A Salvo of John Forster Songs</i> Presented by Apt 4A Productions	
3:15pm-3:30pm	<b>Break</b>	
3:30pm-4:15pm	<b>TBA</b>	
4:15pm-4:30pm	<b>Closing Session</b>	Festival Stage
4:30pm	<b>NAMT Safari Express Returns to The Westgate Hotel and the Hacienda Hotel Old Town</b>	
5:00pm	<b>The Adventure Concludes: Conference Adjourns</b>	