National Alliance For Musical Theatre

MARKETING AND DEVELOPMENT WORKSHOP

February 4 - 6, 1994, New York City

FRIDAY, FEBRUARY 4

9:00 - 9:30 AM

Coffee and Tea Available Outside Orpheum Room

9:30 - 9:45 AM

OPENING REMARKS

(Orpheum Room)

9:45 - 11:00 AM

JOINT SESSION: "CORPORATE SPONSORSHIP"

Guest Speaker: Grace Fisher

(Orpheum Room)

11:15 AM - Noon

DEVELOPMENT: NETWORKING SESSION

(La Scala Room)

MARKETING: NETWORKING SESSION

(Orpheum Room)

12:30 PM - 1:45 PM

LUNCHEON

(Vaudevillian 3 Room)

2:00 - 3:15 PM

DEVELOPMENT: "CORPORATE CONTRIBUTIONS:

WHERE DO WE GO FROM HERE?"

Guest Speaker: Julia Levy

(La Scala Room)

MARKETING: "BEING PART OF A BIGGER PICTURE:

MARKETING THE THEATRE NATIONALLY"

Guest Speaker: Susan Lee

(Orpheum Room)

3:30 - 4:45 PM

DEVELOPMENT: "THE BIG PICTURE:

YOUR DEVELOPMENT PLAN"

Guest Speaker: Jay Golan

(La Scala Room)

MARKETING: "TELEMARKETING"

Guest Speaker: Phil Miller

(Orpheum Room)

SATURDAY, FEBRUARY 5

9:00 - 9:30 AM

Coffee and Tea Available Outside Orpheum Room

9:30 - 10:45 AM

DEVELOPMENT: "CREATIVE WAYS OF GIVING"

Guest Speaker: Philip Meranus

(La Scala Room)

MARKETING: "DISCUSSION: SHARING SUCCESS STORIES

(AND FAILURES) IN SELLING GROUP SALES"

(Orpheum Room)

11:00 - 12:15 PM

DEVELOPMENT: "UNIQUE PROBLEMS OF RAISING MONEY

FOR MUSICAL THEATRE"

Discussion Leader: Marc Dorfman

(La Scala Room)

MARKETING: "DIRECT MAIL: WHAT'S HOT AND WHAT'S NOT"

Guest Speaker: Tom Holm

(Orpheum Room)

12:15 - 1:30 PM

Lunch on Your Own

1:30 - 2:45 PM

JOINT SESSION: "HOW MARKETING AND DEVELOPMENT WORK TOGETHER TO BUILD YOUR CONSTITUENCY"

Guest Speaker: Michalann Hobson

(Orpheum Room)

2:45 - 3:30 PM

Soda Break and Informal Networking

3:30 - 4:45 PM

DEVELOPMENT: "PROSPECT DEVELOPMENT FOR MAJOR

GIFTS"

Guest Speaker: Martin Duus

(La Scala Room)

MARKETING: "BUILDING NEW AUDIENCES"

Guest Speaker: Michalann Hobson

(Orpheum Room)

SUNDAY, FEBRUARY 6

9:00 - 9:30 AM

Coffee and Tea Available Outside Orpheum Room

9:30 - 10:45 AM

DEVELOPMENT: "DISCUSSION: COMPARING NOTES ON

ANNUAL CAMPAIGNS"

(La Scala Room)

MARKETING: "DISCUSSION: FINANCIAL NEEDS OF

MARKETING: HOW MUCH SHOULD IT COST TO SELL

HOW MANY TICKETS?"

(Orpheum Room)

11:00 AM - Noon

DEVELOPMENT: WRAP-UP SESSION

(La Scala Room)

MARKETING: WRAP-UP SESSION

(Orpheum Room)

End of Workshop