

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)

Evening Free to Attend Theatre

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