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)

Evening Free to Attend Theatre
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"
(Le 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
(Le Scala Room)

MARKETING: WRAP-UP SESSION
(Orpheum Room)

End of Workshop