

SPRING CONFERENCE 2002: CONFERENCE AGENDA

All events take place in the Bally's Las Vegas Hotel "Las Vegas Ballrooms" located in the South Tower on the 3rd floor, unless otherwise noted.)

Pre-Conference Activities

SUNDAY, APRIL 7

4:00pm - 6:30pm	Development Committee Meeting Membership Committee Meeting New Works Committee and Festival Committee Joint Meeting	Las Vegas Ballroom 3 Las Vegas Ballroom 2 Las Vegas Ballroom 4
7:00pm - 9:00pm	Executive Committee Dinner	Bon Ami Gabi Restaurant (Near the entrance of The Paris Las Vegas Hotel)

MONDAY, APRIL 8

8:00am - 4:00pm	Registration	Las Vegas Ballroom Lobby
9:00am - 10:30am	Leadership Breakfast Meeting All members of the board, committees, and Presidents' Council are invited to attend this annual session that focuses on where NAMT is and where it's going in the future.	Las Vegas Ballroom 7
11:00am - 1:00pm	Board of Directors Meeting/Working Lunch	Las Vegas Ballroom 6
1:15pm - 1:45pm	New Works Presentation SHREEK! A Killer Musical By Richard Hochberg and Kevin Saunders Hayes Presented by Apt 4A Productions with Judith Arnold Productions All conference participants are invited to attend.	Las Vegas Ballroom 2, 3, 4

Conference Activities

MONDAY, APRIL 8

2:00pm - 2:45pm	STARTING A TREND: Conference Kick Off Van Kaplan, Executive Producer, Pittsburgh CLO Trudi Biggs, Executive Director, National Alliance for Musical Theatre Michael Gill, President, Gill Theatrical Management Mayor Oscar Goodman, Mayor of Las Vegas Jamie O'Boyle, Senior Analyst, The Center for Cultural Studies and Analysis	Las Vegas Ballrooms 2, 3, 4
2:45pm - 5:15pm	INSIDE STRAIGHT: Leadership Networking Sessions Join peers in your budget category to share success stories, trade tips and discuss challenges.	Las Vegas Ballrooms 5, 6, 7
5:30pm - 7:00pm	Cocktail Reception Sponsored by Actors' Equity Association	Seasons Restaurant Bally's Las Vegas, 1st Floor
7:00pm - 9:00pm	Presidents' Council Dinner All members of the Presidents' Council are invited to attend.	Bon Ami Gabi Restaurant (Near the entrance of The Paris Las Vegas Hotel)

TUESDAY, APRIL 9

8:00am - 4:00pm	Registration Table Open	Las Vegas Ballrooms Foyer
9:00am - 10:00am	Continental Breakfast Licensing Issues Roundtable Participants will include: Alan Eisenberg (Actors' Equity Association), Leon Embry (Samuel French), Russell Ochocki (Music Theatre International), Charlie Scatamacchia (Rodgers & Hammerstein Organization), Griff Duncan (Fullerton Civic Light Opera) will facilitate. All conference attendees are invited to attend this informal discussion session.	Las Vegas Ballroom 6

10:00am - 10:30am **General Session** Las Vegas Ballrooms 2, 3, 4
Join us as we introduce the speakers that will be featured throughout the day.

10:30am - 11:30am **Panel Session - HIGH ROLLERS: Trends in the Entertainment Industry** Las Vegas Ballrooms 2, 3,
This panel session will feature representatives from various entertainment industries who will discuss trends and upcoming shifts in their fields. Speakers will include: **Craig Anderson** (Craig Anderson Productions), **Vincent Eade** (University of Nevada, Las Vegas), **Don Frantz** (Town Square Productions), **Michael Jenkins** (Dallas Summer Musicals), **Kumiko Yoshii** (Gorgeous Entertainment). **Geoff Cohen** (Radio City Entertainment) will facilitate. Sponsored by MGM ON STAGE

11:30am - 12:00pm **Break**
Sponsored by Gill Theatrical Management and Sierra Entertainment Group presenting **Sisterella**
By Larry Hart

12:00pm - 1:00pm **Panel Session - INSIDE STRAIGHT: Trends in Theatre** Las Vegas Ballrooms 2, 3, 4
Stack your deck with facts on where the industry is headed in the future. What do future audiences look like? Are new markets opening up? What's changing the way we work in the industry? Speakers will include: **Kevin McCarthy** (RAND Corporation), **Deborah Obalil** (Alliance of Artist Communities), and **Jamie O'Boyle** (The Center for Cultural Studies and Analysis). **Van Kaplan** (Pittsburgh CLO) will facilitate.

1:00pm - 2:30pm **Lunch** Jubilee Theatre
Sponsored by Bally's Las Vegas, 1st Floor
Sibling Entertainment, Dallas Summer Musicals, and Gorgeous Entertainment presenting **I Got Merman**
By Amon Miyamoto and Dan W. Davis
Sibling Entertainment, Dallas Summer Musicals, and Gorgeous Entertainment presenting **Summer of '42**
By Hunter Foster and David Kirshenbaum

2:30pm - 3:45pm **GAMBLING WITH THE FUTURE: Theatre Trend Discussion Groups**
Participants will have the option of selecting two of the following conference sessions: (Conference Sessions will repeat.)

STACK THE DECK: Making Sponsorships Work for You Las Vegas Ballroom 5
How is the world of sponsorship changing and evolving in today's economic climate? What do corporations want and how do we reap the benefits of relationships with them? Speakers include: **Doug Evans** (Connecticut Commission on the Arts) and **Julia Levy** (Roundabout Theatre Company). **Daniella Topol** (NAMT) will facilitate.

FULL HOUSE: Capturing Information About Your Audiences Las Vegas Ballroom 6
How do we poll our audiences and how do we use this information? Join our members and industry experts to find out. Speakers will include: **Kevin McCarthy** (RAND Corporation) and **Deborah Obalil** (Alliance of Artist Communities). **Michael Robertson** (NAMT) will facilitate.

BREAK THE BANK: Making the Internet Work for You Las Vegas Ballroom 7
As the internet changes how people shop and select entertainment choices, how do we compete? What is next in internet ticketing and marketing? Speakers will include: **Jane Kleinberger** (Paciolan) and **Greg Gorman** (Relavant Marketing Technologies). **Stewart Slater** (American Musical Theatre of San Jose) will facilitate.

3:45pm - 4:15pm **Break**

4:15pm - 5:30pm **GAMBLING WITH THE FUTURE: Theatre Trend Discussion Groups (repeated)** Las Vegas Ballrooms 5, 6, 7

5:30pm

Dinner on your own

7:30pm

Free Evening to enjoy Las Vegas or attend Cirque du Soleil's production of "O"
The "O" theatre is located across the street from Paris/Bally's in the Bellagio Hotel.)

WEDNESDAY, APRIL 10

8:00am - 12:00pm

Registration Table Open

Las Vegas Ballrooms Foyer

9:00am - 10:00am

Wild Card Continental Breakfast with Member-Led Sessions

Members will have the opportunity to share the specifics of their recent success stories in these new half-hour member-led sessions during breakfast.

Las Vegas Ballrooms 5, 6, 7

10:00am - 11:15am

PLACE YOUR BET: Membership Business Meeting

Join the membership for our annual meeting. Don't miss this chance to let your voice be heard.

Las Vegas Ballrooms 2, 3, 4

11:30pm - 1:00pm

Bye Bye-Birdie-Trudi Luncheon

Start spreading the news...we're having a party. In honor of Trudi Biggs' tenure as Executive Director of NAMT, we are dedicating this luncheon to her. We plan to roast, toast, and celebrate her like only NAMT can!

Jubilee Theatre
Bally's Las Vegas, 1st Floor

TABLE SPONSORS:

American Musical Theatre of San Jose	Dallas Summer Musicals
Derby Dinner Playhouse	Ford's Theatre
Goodspeed Musicals	Gorgeous Entertainment
The Little Theatre On The Square	Music Theatre of Wichita
North Shore Music Theatre	Pittsburgh CLO
Playhouse Square Foundation	Seacoast Repertory Theatre
The 5th Avenue Musical Theatre Company	TheatreWorks

1:15pm - 4:30pm

Boat Cruise on Lake Mead

Spring Conference 2002 will end with an afternoon boat cruise on Lake Mead and a brief stop at the Hoover Dam. Conference attendees will travel via coach and enjoy refreshments aboard a paddle wheel boat on Lake Mead. (Please meet at the Flamingo side entrance of Bally's Las Vegas Hotel.)

4:30pm

END OF CONFERENCE

The mission and work of the National Alliance for Musical Theatre is made possible in part through the generosity of:

Music Liberty Initiative for New York
and The Andrew W. Mellon Foundation

National Endowment for the Arts

Shubert Foundation

New York State Council on the Arts

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A Special Thanks to our Annual Fund Angels

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Percy Douglas
Forrell & Thomas, L.P.
Sue Frost, In Memory of Charlie Willard

Paul Garman
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