



Developing Your Audience Through Education and Community Outreach

Saturday, March 20

9:00 – 10:00 am

Registration and Continental Breakfast

Sponsored by Travelzoo
Phillips Foyer



10:00 am - 10:15 am

Welcome Remarks

Phillips Room

Denny Reagan, The Muny, NAMT President
Kathy Evans, Executive Director

10:15 am – 10:45 am

Pop Quiz! 30-Second Lessons

Phillips Room

In this fast-paced NAMT tradition, a representative from each organization will have 30 seconds to share an education/outreach-related success from the past year, or a goal he/she has for the conference.

10:45 am - 12:15 pm

Open Your Textbooks: Approaches to Education and Outreach

Phillips Room

Small group discussions of attendees' current education programs and goals for current audiences, new audiences, and young audiences, concluding with goals and tasks for the weekend ahead.

Led by Lisa Cooney (Paper Mill Playhouse), Jim Mercer (Pittsburgh CLO) and Susan Quinn (Walnut Street Theatre)

12:30 pm – 2:00 pm

Lunch

Sponsored by The Rodgers & Hammerstein Organization and The Muny
National Room (2nd Floor)



2:00 pm - 2:45 pm

Group Project: Education and Outreach as Part of the Whole

Phillips Room (1st Floor)

Working with your education and outreach programs as you plan your season, marketing, budgeting and more.

Moderated by Kevin Moore (The Human Race Theatre Company), with Edie Demas (New Victory Theater) and Ken Gargaro (Pittsburgh Musical Theater)

2:45 pm - 3:30 pm

Lunch Money: Funding Your Education Program

Phillips Room

Finding and creating revenue for education and outreach through grants, tuition, and other sources.

Moderated by Jim Mercer (Pittsburgh CLO), with Bernie Griffin (The 5th Avenue Theatre), Carol Lanoux Lee (Theater and Musical Theater Specialist, National Endowment for the Arts), and Nancy Daugherty (Arts Education Specialist, National Endowment for the Arts).

3:30 pm – 4:00 pm

Networking Coffee Break

Sponsored by Dallas Summer Musicals

Phillips Foyer



4:00 pm - 4:45 pm

Adult Education: Community Outreach and Audience Enrichment

Phillips Room

Engaging your patrons and neighbors with talkbacks and beyond!

Moderated by Lisa Cooney (Paper Mill Playhouse), with Heather Patterson-King (North Carolina Theatre), Kristin Staskowski (Red Mountain Theatre Company), and Steve Stettler (Weston Playhouse).

5:00 pm – 6:00 pm

Wine Reception for Hotel Palomar guests

Palomar Lobby

Sunday, March 21

9:30 am – 11:00 am

Breakfast + Membership Meeting

Sponsored by The 5th Avenue Theatre
National Room (2nd Floor)



Breakfast begins at 9:30 am for all attendees. NAMT's annual Membership Meeting begins at 10:00 and is for NAMT Members only. (All employees of a Member organization are NAMT Members!)

11:00 am – 11:45 am

Homework: Tools for Success

Phillips Room (1st Floor)

Learn about the nuts and bolts of starting a successful outreach program, or how to graduate to the next class.

Moderated by Susan Quinn (Walnut Street Theatre), with Michael J. Bobbitt (Adventure Theatre) and Bob Lawson (Theatre Under The Stars).

11:45 am – 12:15 pm

Networking Coffee Break

Sponsored by Theatre Under The Stars
Phillips Foyer



12:15 pm -1:00 pm

Creative Writing: Finding, Commissioning and Programming Shows for Young Audiences

Phillips Room

Finding a musical that appeals to both young audiences and parents can be a daunting task! Learn about resources and techniques for finding the right show, or creating your own new work to fit the bill.

Moderated by Roy Hamlin (Theatre Under The Stars), with David Armstrong (The 5th Avenue Theatre), Tim McDonald (iTheatrics), Russell Ochocki (Music Theatre International) and Fred Stuart (Theatrical Rights Worldwide).

1:00 pm – 2:30 pm

Lunch

Sponsored by Broadway/L.A.
National Room (2nd Floor)



2:30 pm - 3:15 pm

Field Trip: Notes from Teaching Artists

Phillips Room (1st Floor)

Teaching artists and education directors share their experiences of working in schools, and discuss how they can support each other in their work.

Moderated by Sarah Jencks (Ford's Theatre) with Marianna Houston (Theatre Development Fund), April Nickell (Jaradoa Theater), Stephen Schmidt (Ford's Theatre) and Frank Ventura (CAP21).

3:15 pm - 4:00 pm

Trophy Case: High School Musical Theatre Awards and Festivals

Phillips Room

Programs to support and engage your community's schools, from grass-roots to national and everything in-between.

Moderated by Kiesha Lamala-White (Pittsburgh CLO), with Brett Bernardini (Spirit of Broadway), Wayne Bryan (Music Theatre of Wichita) and Nick Manos (Theater of the Stars).

4:00 pm - 4:15 pm

Report Card: Conference Wrap-Up and Closing

Phillips Room

5:00 pm – 6:00 pm

Wine Reception for Hotel Palomar guests

Palomar Lobby

End of Conference

Thank you for attending the 2010 NAMT Spring Conference.

*Your feedback is very important to us! Please fill out the evaluation form online at **namt.org/conference-spring10-evaluation.aspx** (you will receive an e-mail with this link at the conclusion of the Conference.)*