



FALL 2006 NATIONAL ARTS MARKETING PROJECT WORKSHOPS

Presented by **LA STAGE ALLIANCE**

SMALL IS THE NEW BIG

Big budget experience and small budget realities go head to head!

Join us as marketers from three preeminent Los Angeles arts organizations take on the marketing challenges of three smaller budget arts groups. After hearing case studies presented by three smaller budget arts organizations,

Joan Cumming, Director of Marketing and Communication for the **Los Angeles Philharmonic**,

Evelyn Davis, Senior Director of Marketing and Communications for the **Autry National Center** and

Jim Royce, Director of Marketing and Communications for **Center Theatre Group**

will share their expertise, guidance and insight on marketing plans for music, theatre and visual arts organizations.

Learn how to adapt Big Ideas to your organization's marketing efforts. This workshop will expose you to new concepts and innovative ways for smaller groups to enhance their marketing and audience development efforts.

THURSDAY, SEPTEMBER 21ST 10AM-1PM

Optional B.Y.O. Brown bag lunch conversation until 2pm.

Registration fees: Free for Los Angeles County Arts Commission grantees

\$25 LA Stage Alliance Organizational members

\$35 General admission

E-MARKETING 101 AND 102

Two Seminars with **Eugene Carr**, President, **Patron Technology**

Don't miss this rare opportunity to learn from Eugene Carr,

an expert in the field of arts e-marketing and president of Patron Technology.

Session One: 10:00am to 11:15am | Skill Level: Beginner | Arts E-mail Marketing: The Very Basics

Learn the ins and outs of getting your professional e-mail program started. Gather tips and techniques on how to build your e-mail list, how to create effective e-mail campaigns, and how to avoid being earmarked as a spammer. Hear the results of a recent nationwide study of 11,000 arts patrons. See how they're using the Internet and e-mail — and understand how to put that data to good use for your own organization.

Session Two: 11:30am to 12:45pm | Skill Level: Advanced |

E-mail Marketing: Techniques to Improve Your Results

Focused on the top ten ways to improve your e-mail results, we'll cover the effective use of screen space, placement of links and graphics, day of week to send, advanced segmentation and targeting based on response, mailing frequency, and successful list development techniques. A section on podcasting, RSS, and other new online marketing techniques will close this session.

THURSDAY, OCTOBER 26TH 10AM-1PM

Optional B.Y.O. Brown bag lunch conversation until 2pm.

Registration fees: Free for Los Angeles County Arts Commission grantees

\$20 per session | \$35 both sessions for

LA Stage Alliance Organizational members & Patron Technology clients

\$30 per session | \$50 both sessions General admission

GET YOUR YOUNG ON!

Join three leading experts in packaging cultural programming for 20 to 40 year old audiences through unique partnerships, grass-roots marketing and local sponsorships.

THURSDAY, NOVEMBER 16TH 10AM-1PM

Optional B.Y.O. Brown bag lunch conversation until 2pm.

Registration fees: Free for Los Angeles County Arts Commission grantees
\$25 LA Stage Alliance Organizational members
\$35 General admission

TO ATTEND ANY OR ALL WORKSHOPS PLEASE RSVP TO:

Peter Kuo | Membership Coordinator | **LA STAGE ALLIANCE**

PKuo@LAStageAlliance.com Or by phone 213.614.0556 x40

AMERICAN EXPRESS is our preferred method of payment

If paying by check, please mail to: LA STAGE ALLIANCE | 644 South Figueroa | Los Angeles, CA 90017

LOCATION FOR ALL WORKSHOPS:

Los Angeles Times Community Room Ground Floor (Enter from Spring St. Lobby)
145 S. Spring St. Los Angeles, CA 90012

For directions follow this link:

[LA Times Community Room via Google Maps](#)

FREE PARKING FOR THOSE WHO RSVP:

Los Angeles Times Parking Garage 213 S. Spring St. (1/2 block south of 2nd St. and S. Spring St.)
Los Angeles, CA 90012

Meeting Space and parking generously provided by:



NAMP workshops are supported, in part,
by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission
www.LACountyArts.org

Enriching Lives



What is the NATIONAL ARTS MARKETING PROJECT (NAMP)?

Made possible by a funding pledge from American Express to the Arts & Business Council, Inc.,
The National Arts Marketing Project was created:

To help arts organizations better understand the marketplace in which they operate and recognize the benefits of an aggressive, outward looking audience development effort.

To help institute long-term systemic change within arts organizations by helping them acquire and implement sophisticated marketing skills.

To enable arts organizations to increase earned income through audience development.

For more information visit: www.artsmarketing.org