



2008 NATIONAL ARTS MARKETING PROJECT WORKSHOPS

Marketing workshops presented by **LA STAGE ALLIANCE** for ALL arts organizations

**LA STAGE Alliance is offering six NAMP workshops in 2008.
Make your reservations now to guarantee your place and
get discounts for attending multiple sessions!**

To register, go to www.LAStageAlliance.com/NAMP.asp or call 213.614.0556 x 10

FREE parking to those who pre-register by the Friday before!

Registration fees: \$25 LA Stage Alliance Organizational members, \$35 General admission

Limited free scholarships for Los Angeles County Arts Commission OGP 1, 2 or 2.5 grantees in good standing

Register for five and attend the sixth workshop for free!

THURSDAY, MARCH 20th 10AM-1PM

Broaden Your Appeal: Reaching Diverse Audiences

Make inroads with new audiences through proven strategies provided by an expert panel.

Bring information on your geographic area and programming for direct suggestions for your organization!

Presenters: Linda Chiavaroli, LA County Arts Commission, Raul Espinoza, Center Theatre Group, Bettina Korek, For Your Art

THURSDAY, APRIL 17TH 10AM-1PM

The New Frontier – Part One: Email Marketing Essentials and Web Techniques!

First, catch up in the E-Marketing race with the Five Basic Steps and Five Top Tips to success!

Then, take an in-depth look at Design and Editorial choices that increase E-Effectiveness!

Presenter: Gene Carr, President of Patron Technology

THURSDAY, MAY 15TH 10AM-1PM

The New Frontier Part Two: Blogging, Social Networking and YouTube!

Learn the latest about the ever-changing world of social networking tools. Bring your laptop and

create your own Myspace and Facebook pages, blogs, or even upload your videos during the hands-on workshop!

Presenters: Jean Hester, Dive Studios, Web Designer and New Media Specialist, Zach Behrens, LAist.com

SATURDAY, JUNE 28TH 2PM-5PM

Grow Your Audience: How to Write a Marketing Plan

(THIS WORKSHOP IS **FREE OF CHARGE** AS PART OF THE **LA STAGE ALLIANCE ARTS AND BUSINESS SUMMIT**.

EXPECT MORE INFORMATION SOON ON ADDITIONAL WORKSHOPS AND OPPORTUNITIES AT THIS EVENT!)

Learn the nuts and bolts of planning your marketing efforts

in order to be more effective, more efficient, and to get better results!

Presenter: Julie Peeler, Americans for the Arts

THURSDAY, JULY 17TH 10AM-1PM

Make the Connection! Collaborate with Partners of All Sizes and Shapes

No matter what size or programming, your organization can partner with businesses and

other arts organizations at all levels to leverage your resources for maximum effect!

An expert panel, facilitated by Vicki Higgins of LA Inc., will moderate a discussion about successful arts and business partnerships in Los Angeles. Then spend time networking with organizations in your area to discuss possible collaborations!

THURSDAY, AUGUST 7TH 10AM-1PM

Shoestring Success Stories: Facing Marketing Challenges / Idea Exchange

No money? No time? Hear case studies of Los Angeles organizations who have succeeded despite these common constraints – then participate in an idea exchange between workshop participants!

TO RSVP FOR ANY WORKSHOP
(And get one workshop free by registering for all six!)

Download the NAMP registration form at:

www.LAStageAlliance.com/NAMP.asp

or reserve by calling 213.614.0556 x 10

LOCATION FOR ALL WORKSHOPS (except June 28):

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

SPONSORS AND PARTNERS:

Meeting Space and parking generously provided by Los Angeles Times

 **Los Angeles Times** | latimes.com.

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



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

LA STAGE ALLIANCE

LA Stage Alliance is a 501 (c) (3) not-for-profit organization dedicated to building awareness, appreciation and support for the performing arts in Greater Los Angeles through community building, collaborative marketing, advocacy, audience development, professional development and strengthening operations for members.

www.LAStageAlliance.com

NAMP STEERING COMMITTEE

Trina Potter	American Express	Vicki Higgins	LA Inc. Los Angeles CVB
Kenneth W Carlson	American Express	Kevin Carlson	LA Times
Laurie Scott	American Express	Cindy Olnick	Los Angeles Conservancy
Nancy Hytone Leb	Arts Consultant	Dafna Zilafro	SPF:architects
Karen Gutierrez	Geffen Playhouse	Douglas Clayton	LA Stage Alliance
Sarah Stifler	Hammer Museum	Darren R. Schroader	LA Stage Alliance
Zach Behrens	LAist.com	Terence McFarland	LA Stage Alliance
John Arroyo	LA County Arts Commission		

FOR ADDITIONAL INFORMATION CONTACT:

Douglas Clayton | Member Services Manager | LA STAGE ALLIANCE
DClayton@LAStageAlliance.com or by phone 213.614.0556 x12



NationalArts MarketingProject

A Program of **Americans for the Arts**



REGISTRATION FORM

NATIONAL ARTS MARKETING PROJECT WORKSHOPS presented by LA STAGE ALLIANCE.
For ALL arts organizations.

1. CONTACT INFORMATION (One form per attendee.)

Attendee name:
 Organization:
 Mailing Address:
 City, State, ZIP:
 Phone:
 Email:
 LASA Member: LACAC Grantee:

2. CHOOSE YOUR WORKSHOPS

Please indicate the workshops you want by marking an "X" in the WILL ATTEND column.
 COST: General = **\$35**. LA Stage Alliance Member = **\$25**. LA County Arts Commission Grantees = **\$0**.
 (Scholarships available to all LACAC Grantees OGP 1, 2, or 2.5 in good standing - limit 2 members per organization.)

WORKSHOP	DATE	WILL ATTEND	COST
BROADEN YOUR APPEAL: Reach Culturally and Ethnically Diverse Audiences	March 20th 10AM - 1PM		
THE NEW FRONTIER - PART ONE: Email Marketing Essentials and Web Techniques!	April 17th 10AM - 1PM		
THE NEW FRONTIER PART TWO: Blogging, Social Networking and YouTube	May 15th 10AM - 1PM		
GROW YOUR AUDIENCE: How to Write a Marketing Plan	June 28th 2PM - 5PM		FREE!
MAKE THE CONNECTION! Collaborate with Partners of All Sizes and Shapes	July 17th 10AM - 1PM		
SHOESTRING SUCCESS STORIES: Facing Marketing Challenges / Idea Exchange	August 7th 10AM - 1PM		
TOTAL			

3. PAYMENT

METHOD: (check one) Credit Card Check (payable to LA Stage Alliance) Money Order Cash
 Credit Card #: Exp: Security Code:
 Cardholder Name:
 Credit Card Billing Address:
 Authorizing Signature: Date:

4. SUBMIT

Please submit completed form
 by MAIL to LA Stage Alliance 644 S. Figueroa Street, Los Angeles, CA 90017
 by FAX to 213.614.0561
 by EMAIL to DSchroader@LAStageAlliance.com
 by PHONE at 213.614.0556 x 10.
 Once your completed form has been processed you will receive an email confirmation.

For more information on Los Angeles NAMP workshops in 2008, please visit www.lastagealliance.com/NAMP.asp