



## **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](http://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](http://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](http://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](http://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](http://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](http://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:

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