



LA Stage Alliance is pleased to present four NATIONAL ARTS MARKETING PROJECT workshops for fall 2009

Wednesday, October 7th 6-9p.m.

FANS, FRIENDS, AND FOLLOWERS: Facebook, Twitter & Social Media

Presented by Michelle Paul, Patron Technology

Japanese American Cultural & Community Center - Garden Room A 244 S. San Pedro St. Los Angeles, CA 90012

The growing popularity of social networking and social media is inescapable, and more and more of your patrons are joining in. These communication channels can be a fantastic new way for arts organizations to connect with audiences, but just like any other marketing technique, there's a right way and a wrong way to go about it. With all the generalized information and advice out there, it can be hard to find tips that are relevant to the arts, and that's what this session will provide. We'll focus particularly on Facebook and Twitter, providing essential tips about what you should be doing — and what common mistakes you need to watch out for.

Thursday, October 22nd 9:30a.m. – 1p.m.

RELEVANCE: The keyword for arts marketing in 2010

Presented by Jim Royce, Center Theater Group

Los Angeles Times Community Room Ground Floor (Enter from Spring St. Lobby) 145 S. Spring St. Los Angeles, CA 90012
FREE parking to those who pre-register by October 16th!

More than ten years ago, the internet changed everything about marketing theatre and the arts. Five years ago, new media and social networking forced other changes traditional media could not ignore. So what's different now in 2009 and coming up? What marketing trends should get your attention now? Jim Royce, Director of Marketing, Communications and Sales for Center Theatre Group will talk about the new marketing landscape at the end of the first decade in this 21st century. Word-of-mouth is easier to spread and more effective than ever before. Video delivery and MMS is a next frontier for arts marketing. The best news for smaller companies: marketing costs are plummeting and affordable in fascinating new ways. The new economy has also changed the consumer. We'll talk about survival and relevance of arts brands for the customer from a marketing point of view. And we'll share some practical knowledge of what works now. Bring your fresh discoveries.

Thursday, November 19th 9:30a.m. – 1p.m.

BEST OF THE NAMP CONFERENCE Presenter: TBD

Los Angeles Times Community Room Ground Floor (Enter from Spring St. Lobby) 145 S. Spring St. Los Angeles, CA 90012
FREE parking to those who pre-register by November 13th!

LASA will bring you fresh and relevant content and speakers from the NAMP conference in Providence, R.I. 10/30-Nov 2.

Thursday, December 10th 9:30a.m. – 1p.m.

BEST OF THE NAMP CONFERENCE Presenter: TBD

Los Angeles Times Community Room Ground Floor (Enter from Spring St. Lobby) 145 S. Spring St. Los Angeles, CA 90012
FREE parking to those who pre-register by December 4th!

LASA will bring you fresh and relevant content and speakers from the NAMP conference in Providence, R.I. 10/30-Nov 2.

Make your reservations now to guarantee your spot!

Registration fees: \$35 LA Stage Alliance Organizational members, \$40 General admission

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

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

For additional information contact Douglas Clayton at DClayton@LAStageAlliance.com or 213.614.0556 x12

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Los Angeles Times
M E D I A G R O U P

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www.LACountyArts.org

Enriching Lives



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