Professional Development
September 18–21, 2023
Indianapolis

Monday, September 18

12:30–1:15 p.m.
• Presenting 101
• Agents & Managers 101
• For Artist by Artists Touring 101

12:30–2:00 p.m.
• Truth Evolution with Dasha Kelly Hamilton

1:30–2:15 p.m.
• Marketing 101
• Fundraising 101

2:15–3:45 p.m.
• An Interview with Veteran Colleagues
• Budgeting for Touring and Presenting
• Traditional & Social Media

4:00–5:15 p.m.
• New Colleagues Orientation & Exhibit Hall Tour
• New Paradigms for the New Reality of the Performing Arts

Tuesday, September 19

9:15–10:30 a.m.
• Contracts & Technical Riders
• The Myth of Block Booking
• I’ve Spent My SVOG Money, Now What?
• Presenting in Rural Communities

Opening Keynote
10:45 a.m.–12:00 p.m.
Information coming soon.

Wednesday, September 20

8:00–9:00 a.m.
• Are You Ready for an Agent?
• Ticketing Systems & Data Management
• NEA Funding Opportunities
• Reducing Your Carbon Footprint
• Curatorial Aspects of Presenting International Artists

9:15–10:30 a.m.
• Season Curation
• Broadway and Commercial Programming
• Negotiation—No, Is the Second-Best Answer

Thursday, September 21

9:15–10:30 a.m.
• International Touring and Visa Applications
• Split Deals
• Programming for Diverse Audiences
• Summer Programming

Closing Plenary
10:45 a.m.–12:00 p.m.
“The Changing Multigenerational Workplace”
Allison Barr, The Center for Creative Leadership