

MAX

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
- New Paradigms for the New Reality of the Performing Arts

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

9:00 a.m.–12:00 p.m.

- Theater for Young Audiences Symposium

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.

Ted Lange, Actor, Director & Playwright

12:30–1:00 p.m.

- New Colleagues Exhibit Hall Tour

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