

MAX 2.0

Professional Development

MONDAY, SEPT. 16

12:30–1:15 p.m.

- Presenting 101
- Agents & Managers Touring 101
- For Artist by Artists Touring 101

1:30–2:15 p.m.

- AI Magic for Arts Marketing and Operations
- Fundraising 101
- Budgeting for Touring and Presenting

2:15–3:45 p.m.

- An Interview with Veteran Colleagues
- Presenting Dance Success Stories

4:00–5:15 pm

- New Colleagues Orientation
- New Paradigms for the New Reality of the Performing Arts

WEDNESDAY, SEPT. 18

9:00–11:45 a.m.

- Performances for Young Audiences Symposium & Showcase

9:00–10:15 a.m.

- Offers, Riders and Agreements... Oh My (Part I)
- Broadway and Commercial Programming
- Presenting in Rural Communities
- Concrete Ways to Reduce the Environmental Impact of the Arts

10:30–11:45 a.m.

- Offers, Riders and Agreements... Oh My (Part II)
- NAPAMA Making Artistic Cents, Collaborative Marketing
- Regional and National Funding Opportunities
- Diversity, Equity and Inclusion for Arts Professionals from the Inside Out

Tuesday, SEPT. 17

9:00–10:15 a.m.

- Season Curation
- Connecting the Dots in Block Booking
- What Does Sensory Inclusive Really Mean?
- Negotiation—No, Is the Second-Best Answer

Opening Keynote Sponsored by NAPAMA

10:30–11:45 a.m.

- Ben Cameron, Public Speaker & President at Jerome Foundation, Retired

THURSDAY, SEPT. 19

9:00–10:15 a.m.

- Introduction to NIVA and NITO
- The Art of the Split Deal
- Ticketing Systems and Data Management
- Presenting and Representing International Artists

Closing Plenary

10:30–11:45 a.m.

- Dr. Zoleka Adams “Believing is Seeing”