



# MIDWEST ARTS XPO

## 2025 PROFESSIONAL DEVELOPMENT

### Monday, Sept. 15

12:15–1:00 p.m.

- Presenting 101: Welcome to the Show!
- Agents & Managers 101: Help Me Help You
- Artists 101: Dreams Don't Keep the Lights On

1:15–2:00 p.m.

- Running on Empty? Refuel Before You Burn Out
- Slack, Zoom, Repeat: Managing Remote Teams
- Beyond the Classroom: Reimagining Arts in Education
- Cultivating and Retaining Donors

2:15–3:45 p.m.

- The Long Game: The Relationship IS the Deal

4:00–5:15 pm

- New Colleagues Orientation
- Colleague Connect Happy Hour

### Wednesday, Sept. 17

8:30–10:15 a.m.

- Performing Arts for Youth Symposium

9:00–10:15 a.m.

- Beyond the Blockbuster: Building a Sustainable Commercial Season
- Revolutionizing Arts Impact Measurement: Data-Driven Innovation for Non-Profit Arts Organizations

10:30–11:45 a.m.

- The Quiet Strength of Rural Presenting
- NAPAMA Making Artistic Cents: Where Is The Money?
- Performing Arts for Youth Showcase

### Tuesday, Sept. 16

8:30–10:15 a.m.

- Dance Success Stories

9:00–10:15 a.m.

- Every Seat Belongs: Designing Sensory-Inclusive Performances with Kevin Spencer
- Safety is a System Not a Checklist

10:30–11:45 a.m.

- **Opening Keynote**

### Thursday, Sept. 18

9:00–10:15 a.m.

- Beyond the Spotlight: Building Sensory-Inclusive Experiences from the Ground Up with Kevin Spencer
- Beyond the Fine Print: Negotiating Smart, Fair, and Flexible Deals
- Successful Together: Collaborative Marketing That Sells

12:00–1:15 p.m.

#### **Elevate & Energize Luncheon**

Sponsored by: Prism.fm

*Lunch ticket required*

- Technology Fair
- Staging the Elements: Designing and Delivering Outdoor Events
- Generations at Work: Collaboration Across the Ages

PROFESSIONAL DEVELOPMENT SPONSORED BY

Dandelion Artists, Four Mortals Productions, Inc., Holden & Arts Associates, Martha Woods-Jonathan Wentworth Associates, Ltd., & Minnesota Presenters Network