

FORD WINTER PARTNERSHIP ORIENTATION AND MARKETING/PR WORKSHOP
May 16, 2009 – 10:00 a.m. to 3:00 p.m.
Main Conference Room, L.A. County Arts Commission

CHECK IN (9:30-10:00 a.m.)

Sign in, pick up name tags and get coffee, tea, etc.

MORNING SESSION: (10:00 a.m. to 12:15 p.m.)

- 10:00 a.m. Welcome and staff introductions *Adam Davis*
- 10:10 -10:20 a.m. Each partner theatre gives a one-minute summary of its production
Circle X – Ensemble Studio Theatre LA – TheSpyAnts
- 10:20 – 11:20 a.m. **ORIENTATION** *Adam Davis, Heather Rigby, Bill Berry, Alma Guzman, Eve Childs*
Group Sales
Box Office, including discussion of pricing, group sales & performance schedule
Event Services
Production
Contracts
Master Checklist and Schedule of Deadlines
- 11:20 a.m. – 12:15 p.m. **MARKETING/PR – PART 1** *Linda Chiavaroli and Lucy Pollak*

How public relations and marketing complement each other
Working with Lucy Pollak

Creating a wish list

Information & materials your publicist needs

Visuals* - photographs, DVD/video, audio

What your Creative Briefs reveal and how they guide you**

Ideas for marketing partners, target audiences, sponsors

*Attendees will have brought what visuals they have, if any, relating to their productions.

**Attendees will have completed these and turned them in to Linda Chiavaroli in advance.

LUNCH BREAK (12:15 TO 1:00 P.M.) – Bring your own or case out the neighborhood!

AFTERNOON SESSION: (1:00 p.m. to 3:00 p.m.)

MARKETING/PR – PART 2 *Priscilla Jaworski and Linda Chiavaroli*

- 1:00-1:30 p.m. **Taking advantage of what the Ford provides**
brochure
Save the date/fliers and email announcements
postcards
playbill cover
web sites
email blasts
online opportunities
electronic sign
LA Weekly – potential season sponsor
\$1000 allowance per partner to achieve a key marketing strategy
- 1:30-2:00 p.m. **Group brain dump**
What marketing strategies have worked well for you in the past?
What lessons can you apply to your Ford production?
- 2:00-2:45 p.m. **Brainstorming → → →first draft of marketing plan + 5 selling points**
- 2:45-3:00 p.m. **Wrap-up & revisit your one-minute summary –has it changed?**