



PARTNERSHIP PROGRAM MARKETING & EVENT WORKSHOP

February 10, 2018 | 10:00 am – 3:30 p.m.
Ford Theatres – Community Room
2580 Cahuenga Blvd. East, Hollywood, CA 90068

- 10:00 a.m. Welcome, Coffee & Snacks**
- 10:30 a.m. Deep Dive into the Artist Workbook with Kim Kandel**
- 11:00 a.m. MARKETING
Kim Glann, Kim Kandel and Shannita Williams**
- Season-wide marketing overview
 - Season announcement schedule or “When do my tickets go on sale?”
 - Season promotion: mini-brochure & advertising
 - Email newsletter, Ford Blog & social media
 - FordTheatres.org event pages
 - Ford media sponsors
 - Event press releases, publicists & comps
 - Arts & Culture calendar listings
 - Ford electronic sign
 - Show program / season program wrap-around
- Noon SPONSORSHIPS
Monika Ramnath**
- Sponsorship tips & tricks
- 12:30 p.m. NETWORKING LUNCH**
- 1:00 p.m. Venue Access & Comp List with Bill Berry & Ann Jensen**
- 1:15 p.m. EVENT SERVICES
Bill Berry**
- Reception options
 - Vendors & merchandise
 - Artist Entrance/Green Room procedure
 - Parking: Artist, ADA, off-site/shuttles
 - Pre and Post Show options
- 1:50 p.m. BOX OFFICE
Ann Jensen**
- Using discounting to your advantage
 - Group sales & subscriptions
 - County comps/media holds
 - Ticket giveaways
 - Selling tickets on consignment
- 2:30 p.m. Community Ticket Share with Caroline Chang**
- 2:35 p.m. Collaborate, Innovate!**
- 3:00 p.m. Q&A, Final Check-in & Closing**