

Agenda

**Nov. 6, 2017**

Welcome Reception	5:30pm -7:30pm Westerley
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**Nov. 7, 2017**

Registration / Breakfast	7:30am – 8:30am Deer Zink Pavilion (Newfields)
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Opening Session <i>Why Earned Income Matters to Cultural Institutions</i>	8:30am – 9:00am Deer Zink Pavilion (Newfields)
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Session 1 <i>Improving the Guest Experience to Build Audience</i>	9:00am – 10:15am Deer Zink Pavilion (Newfields)
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Session 2 <i>Ticketing, Pricing and Membership Strategies for Success</i>	10:30am – 11:45am Deer Zink Pavilion (Newfields)
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Lunch with Keynote <i>A Case Study in Success</i>	12:00pm – 1:30pm Deer Zink Pavilion (Newfields)
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Session 3 <i>The Revenue Stack: Growing Ancillary Revenue Streams</i>	2:00pm – 3:15pm Deer Zink Pavilion (Newfields)
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Coffee Break	3:15pm – 3:45pm Deer Zink Pavilion (Newfields)
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Roundtable Discussions / Museum Tour with Katie Haigh, COO, Newfields	3:45pm – 4:45pm Newfields
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Reception / Networking	5:00pm – 6:30pm Fountain Room (Newfields)
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Holiday Lights Tour Jonathan Wright, Dep. Dir. of Horticulture and Natural Resources, Newfields/The Garden at Newfields	6:30pm – 8:00pm
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**Nov. 8, 2017**

Breakfast / Opening Session with Charles Venable	8:30am – 9:00am Deer Zink Pavilion (Newfields)
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Session 4 <i>Organizing Your Institution to Optimize Earned Income</i>	9:00am – 9:45am Deer Zink Pavilion (Newfields)
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Session 5 <i>Tying Survey Results to the Bottom Line</i>	10:00am – 11:15am Deer Zink Pavilion (Newfields)
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Plenary Session	11:30am – 12:30pm Deer Zink Pavilion (Newfields)
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