

Agenda

Nov. 6, 2017

Welcome Reception 5:30pm -7:30pm
Westerley

Nov. 7, 2017

Registration / Breakfast 7:30am – 8:30am
Deer Zink Pavilion (Newfields)

Opening Session 8:30am – 9:00am
Why Earned Income Matters to Cultural Institutions
Deer Zink Pavilion (Newfields)

Session 1 9:00am – 10:15am
Improving the Guest Experience to Build Audience
Deer Zink Pavilion (Newfields)

Session 2 10:30am – 11:45am
Ticketing, Pricing and Membership Strategies for Success
Deer Zink Pavilion (Newfields)

Lunch with Keynote 12:00pm – 1:30pm
A Case Study in Success
Deer Zink Pavilion (Newfields)

Session 3 2:00pm – 3:15pm
The Revenue Stack: Growing Ancillary Revenue Streams
Deer Zink Pavilion (Newfields)

Coffee Break 3:15pm – 3:45pm
Deer Zink Pavilion (Newfields)

Roundtable Discussions / Museum Tour 3:45pm – 4:45pm
with Katie Haigh, COO, Newfields
Newfields

Reception / Networking 5:00pm – 6:30pm
Fountain Room (Newfields)

Holiday Lights Tour 6:30pm – 8:00pm
Jonathan Wright, Dep. Dir. of Horticulture and Natural Resources, Newfields/The Garden at Newfields

Nov. 8, 2017

Breakfast 7:30am – 8:00am
From IMA to Newfields 8:30am – 9:00am
with Charles L. Venable, Ph.D., Newfields
Deer Zink Pavilion (Newfields)

Session 4 9:00am – 9:45am
Organizing Your Institution to Optimize Earned Income
Deer Zink Pavilion (Newfields)

Session 5 10:00am – 11:15am
Tying Survey Results to the Bottom Line
Deer Zink Pavilion (Newfields)

Challenges & Trends in the Arts Today – Plenary Session 11:30am – 12:30pm
Deer Zink Pavilion (Newfields)