

EARNED INCOME SYMPOSIUM for CULTURAL INSTITUTIONS

AGENDA SESSIONS

SELECTED SPEAKERS

Rob Cassetti

Nov. 7 at 12:00-1:30pm

Rob Cassetti is the President of the Museum Association of New York and the Senior Director of Creative Strategy and Engagement for the Corning Museum of Glass. Rob will provide a keynote discussion of the journey of the Corning Museum of Glass in growing its audience and becoming a leader in earned income strategy.



Robert Lynch

Nov. 8 at 11:30am-12:30pm

Bob Lynch is the President and CEO of Americans for the Arts. Bob will provide a plenary discussion as a capstone to the symposium. He will discuss challenges facing the arts today on all fronts of funding including the political climate, trends in the private sector, as well as earned revenue, audience trends in the cultural institution space, and the importance of staying true to mission as cultural institutions pursue strategies to grow earned revenue.



Dr. Charles Venable

Nov. 8 at 8:30-9:00am

Dr. Venable is the Melvin & Bren Simon Director and CEO of Newfields. Since arriving at Newfields, Dr. Venable has fostered tremendous introspection and change, examining issues like how do you balance multiple constituencies while growing earned revenue, who is the visitor of tomorrow, and does brand matter. Dr. Venable will discuss his decades of industry experience and the innovation that is happening at Newfields.



PRESENTATIONS AND DISCUSSIONS

Why Earned Income Matters to Cultural Institutions

Nov. 7 at 8:30-9:00am

Jerry Wise, CFO, Newfields

Ray Giang, Vice President, Management Resources

Post-2008, cultural institutions are still working through what a sustainable business model looks like as both the face of philanthropy and the cultural consumer changes. What role does earned income play in this discussion and why is this such an important topic for the success of cultural institutions today? This session will introduce some of the critical issues facing cultural institutions and earned income in today's environment.

Improving the Guest Experience to Build Audience

Nov. 7 at 9:00-10:15am

Marnie Conley, Vice President, Marketing & Communications, Longwood Gardens

Scott Stulen, Director of Philbrook Museum

Jeremy Shubrook, Director of Festivals, Performance and Public Programs, Newfields

The blockbuster exhibition has been a mainstay for cultural institutions for decades. However, visitors to these institutions are often transient and do not become loyal visitors. Expanding the size of your core visitor audience is more challenging and time consuming. This session explores successful strategies for growing and retaining audience.

Ticketing, Pricing, and Membership Strategies for Success

Nov. 7 at 10:30-11:45am

Karen Coltrane, President & CEO, EdVenture

Greg Loewen, CEO, Founder, Chairman of the Board, Digonex

Lisa Townsend, Vice President of Marketing and External Relations, Children's Museum of Indianapolis

You have an impactful program, but conversion and retention continue to be challenges. Innovative institutions are now experimenting with strategies to convert potential guests into visitors and to grow and retain members. Listen to three case studies of strategies that have worked.

- Does auto-renewal increase membership retention?
- How does a membership subscription work?
- Will my institution benefit from dynamic or variable pricing?

The Revenue Stack: Growing Ancillary Revenue Streams

Nov. 7 at 2:00-3:15pm

Lindy Hoyer, Executive Director, Omaha Children's Museum
Chris Rizzo, Director of Business Operations, Franklin Institute
Amy Kwas, Vice President of Development, Children's Museum of Indianapolis

Cultural institutions have an opportunity to grow visitation beyond their core audience. Successful and innovative programs can make or break an institution's reputation amongst its next generation of visitors. The challenge is to experiment without taking outsized risk. This panel will discuss programs that have worked (and some that have not) to grow the non-core audience.

Organizing Your Institution to Optimize Earned Revenue

Nov. 8 at 9:00-9:45am

David Togni, CFO, Corning Museum of Glass
Kenny Waegner, Vice President, Management Resources

As cultural institutions begin to pursue growing earned revenue, many realize that their organizations are not designed to promote growth and innovation in this space. This session examines best practices in creating an organization that can critically examine their earned revenue program and make substantial improvements.

- What is your organization's definition of earned revenue?
- Who is responsible for the success and failure of programs?
- How is success defined?
- How do you promote a cultural of continuous improvement?

Tying Survey Results to the Bottom Line

Nov. 8 at 10:00-11:15am

Sabina Carr, Vice President, of Marketing, Atlanta Botanical Gardens
Ron Halverson, President, Halvorsen Group
Silvia Filippini-Fantoni, Director of Programs and Audience Engagement, North Carolina Museum of Art

Cultural institutions are great at gathering and interpreting data to measure educational outcomes and visitor engagement. This same skill set can be turned to examining the success of your earned income program. Experts will share their experience in creating a data driven program to critically examine the success and failure of programs and how they utilize this data to better engage with visitors, grow audience, and optimize earned income.

Tour Winterlights at the Newfields

Nov. 7 at 6:30-7:45pm

Jonathan Wright, Deputy Director of Horticulture and Natural Resources

Newfields is launching its first Winterlights program in November 2017. Be the first to tour this exciting new gardens-based program with the Newfields' new Ruth Lilly Deputy Director for Horticulture, Jonathan Wright.

Round Table Discussions / Museum Tour

Nov. 7 at 3:45-4:45pm

Reception / Networking

Nov. 7 at 5:00-6:30pm