

FORD WINTER PARTNERSHIP ORIENTATION AND MARKETING/PR WORKSHOP
June 4, 2011 – 10:00 a.m. to 3:00 p.m.
Main Conference Room, L.A. County Arts Commission

CHECK IN (9:30-10:00 AM)

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

MORNING SESSION: (10:00 AM to 12:20 PM)

- 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**
PAE Live!, Furious Theatre Company, Circle X Theatre Company
- 10:20 – 11:20 a.m. **ORIENTATION** *Alma Guzman, Tyler Marks, Eve Childs, Bill Berry*
Artist Workbook
Contracts
Production
Box Office, including discussion of pricing, group sales & performance schedule
Event Services
- 11:20 – 11:50 a.m. **MARKETING/PR – PART 1** *Linda Chiavaroli*
Overview & purpose of Marketing Workshop
How public relations and marketing complement each other
Working with Lucy Pollak
 Creating a wish list
 Information & materials your publicist needs

LUNCH BREAK (11:50 AM TO 12:30 PM) – Bring your own or case out the neighborhood!

AFTERNOON SESSION: (12:30 PM to 3:00 PM)

- 12:30 -1:00 p.m. **MARKETING/PR – PART 2** *Linda Chiavaroli & Kim Glann*

What your Creative Briefs reveal and how they guide you*
 Ideas for marketing partners, target audiences, sponsors
Visuals - photographs, DVD/video, audio**
*Attendees will have completed these and turned them in to Linda and Kim in advance.
**Attendees will have brought what visuals they have, if any, relating to their productions.
- 1:00 – 1:40 p.m. **Taking advantage of what the Ford provides** *Kim Glann*
 Artist Workbook/Master checklist
 Postcards
 Playbill cover
 Ford Web site
 Email blasts/stories
 Electronic sign
 LA Weekly & KPFK media sponsorship
 Video Promo
- 1:40 -2:15 p.m. **Engaging through Social Media** *Molly Kodros*
 Developing video & photo assets
 How to be more effective on Facebook & Twitter
 Check-ins & Meet-ups
- 2:15 – 2:30 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?
- 2:30-3:00 p.m. **Brainstorming → → →first draft of marketing plan**