



ARIZONA
PRESENTERS ALLIANCE

22nd ANNUAL CONFERENCE SCHEDULE AUGUST 14 – 16, 2018 “Audience Engagement in a Digital World”

All Meetings will be held at Hilton Sedona Resort at Bell Rock, Sedona, Arizona

Tuesday, August 14, 2018

- 1:00 p.m. **Board Meeting**
LOCATION: Palo Verde Suite Room 1057
- Review Conference Schedule & Yearly Planning
- 5:00 p.m. **Board Meeting Adjourns**
- 6:00 p.m. **Cocktails & Welcome Dinner** (*all are welcome, dinner is no-host*)
- Pisa Lisa
 - 2245 AZ-89A, Sedona, AZ 86336
 - Located in west Sedona this is the place to enjoy authentic wood fired pizza. The pizza combinations are amazing and decadent desserts and gelato the perfect finish. Gluten free and vegan options available.
<http://pisalisa.com/>

Wednesday, August 15, 2018

LOCATION: Canyon Ballroom A or otherwise noted

- 8:30 a.m. **Registration & Badge Pick-Up**
- 9:00 a.m. **Welcome and Greetings**
- 9:15 a.m. **Session One – Keynote:** Karen Mack, LA Commons



Karen Mack is founder and Executive Director of LA Commons, an organization dedicated to promoting Los Angeles' diverse neighborhoods through locally based, interactive, artistic and cultural programming. LA Commons has implemented community art projects, tours and classes in communities throughout LA. Ms. Mack is a nationally recognized voice on the role of creativity in the empowerment of communities and is asked to speak regularly on this topic.

Prior to work with LA Commons, she served as a Public Service Fellow at the John F. Kennedy School of Government at Harvard University where she researched the role of culture in community building. She holds an MPA from Harvard University and an MBA from the John Anderson School of Management at UCLA. She is a past president of the board of the Los Angeles Neighborhood Initiative and of the City's Board of Neighborhood Commissioners.

- 10:15 a.m. **Quick Break**

* – Please note that session schedules are subject to change.

10:30 a.m. **Session Two:** Todd Vigil, Phoenix Symphony
The Road to 100% Digital Marketing



Todd Vigil is the Chief Marketing Officer for The Phoenix Symphony. He oversees \$7 million dollars in ticket sales and earned revenue for Arizona's largest performing arts organization. Todd has led the shift in strategy and significant investment in digital marketing, database utilization, and dynamic pricing to maximize sales and marketing initiatives.

Most organizations are allocating a larger percentage of their budgets to digital marketing. One organization, The Phoenix Symphony, allocated 100% of their single ticket marketing budget to digital for the 2017-2018 season. In this session, Todd will talk about the company's digital evolution, show how the Symphony used experimentation and data to arrive at this progressive budget and how this real live marketing experiment is playing out.

11:15 a.m. **Session Three:** Topics of Today
A facilitated discussion about two different hot topics of interest in the arts industry and how it can affect your venue.

11:15 a.m. **OPTIONAL Session Three:** Breakout for Executive Directors or CEOs
Optional opportunity designed specifically for arts leaders at the executive / president level to convene.

12:00 p.m. **Lunch / Session Four:** Jaime Dempsey, Arizona Commission on the Arts
LOCATION: Canyon Ballroom B



Jaime Dempsey is the Executive Director of the Arizona Commission on the Arts, an agency of the State of Arizona and a leading force in the creative and professional development of Arizona's arts and culture sector. Jaime served as the agency's Deputy Director from 2006 to 2017.

In 2016, Jaime was elected to the board of directors for Grantmakers in the Arts, a national service organization which holds racial equity in American arts philanthropy as a core priority. Since 2012, she has served on the national board for DataArts, which endeavors to empower the arts sector with high-quality data to strengthen sector vitality, performance, and public impact.

1:00 p.m. **Session Five:** Anne Romens and David Fraher, Arts Midwest
Creating Connection Part 1
A national social change movement focused on advancing the position of arts, culture, and creative expression in our nation. It builds on previous efforts to promote arts and culture, but is grounded in new research and a unique approach to building public will that creates change that stands the test of time.

* – Please note that session schedules are subject to change.

Cont.

Session Five: Anne Romens and David Fraher, Arts Midwest



Anne Romens oversees strategic planning, fundraising, communications, and operations for **Creating Connection**. Anne has presented at national and regional conferences such as the National Assembly of State Arts Agencies, Ohio Arts Impact Conference, Western Arts Alliance, and the Arts Midwest Conference, as well as led workshops for arts and cultural leaders in Minnesota, Michigan, and Oregon.

Prior to her work on **Creating Connection**, Anne served as Arts Midwest's external relations manager for six years, where she supported fundraising and communications for the organization's portfolio of 10+ programs. Anne holds a B.A. in Political Science from Loyola University Chicago and an M.A. in Arts Administration and Policy from the School of the Art Institute of Chicago.



David Fraher is President & CEO of Arts Midwest, responsible for program conception and general implementation, financial oversight, and future planning. He works closely with Arts Midwest's board of directors and board committees in accomplishing these activities, and is active in recruiting new board members. David also spearheads fund raising and is the main public representative for Arts Midwest to our member state arts agencies and other arts organizations.

3:30 p.m.

Quick Break

3:45 p.m.

Second Session: *Creating Connection* Part 2

5:15 p.m.

End of day

6:00 p.m.

Member Reception: Hosted appetizers + cash bar

LOCATION: Tequa Ballroom



Entertainment provided by AMAZ Entertainment- Drew Harrison.

In the Spirit of Lennon is **Drew Harrison's** intimate acoustic tribute to John Lennon, and interpretation of his music. He goes beyond just sounding like him, and captures the intensity that Lennon brought to the Beatles music as well as his own.

Drew will be performing an sampling from his show, that asks the question what if John were still alive today and showed up at your venue with just an acoustic guitar. What would that be like? It's a performance that is powerful and intimate at the same time.

7:30 p.m.

Dinner (*all are welcome, dinner is no-host*)

Please find suggested options on the last page of this schedule.

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Thursday, August 16, 2018

8:45 a.m. **Registration – Badge Pick-up**

9:00 a.m. **General Business Meeting**

- Vote on Slate of Nominees
- Committee Reports – Committee Chairs
- Strategic Plan Update
- Advocacy Update
- Treasurer's Report and FY19 Budget
- Sponsors Thank You
- Old and New Business

10:15 a.m. **Break & Hotel Check-Out**

10:45 a.m. **Session Six:** Nik Honeysett, Balboa Park Online Collective
Digital: The Final Frontier



Nik Honeysett is CEO of BPOC, a San Diego-based, non-profit consultancy that provides technology support and development services, and business and digital strategy for the cultural sector. Previously, he was Head of Administration for the Getty Museum. He is a former AAM (American Alliance of Museums) board member and sits on the boards of MCN (Museum Computer Network) and Guru, a technology startup providing mobile experiences for the cultural, attraction and sports sectors.

The challenges of today's Audience Engagement strategies: a never-ending mission to explore strange new technologies and new social media platforms, to seek out new members, new donors and new audiences. To boldly go where no cultural organization has gone before...

Join Nik on the issues, opportunities and challenges for cultural organizations living in a digitally-rich, digitally-savvy and digitally-driven universe, a journey that will stop at the technologies, strategies and social trends that are determining these complex worlds.

12:00 p.m. **Lunch / Session Seven:** Sai Powers, Scottsdale Center for the Performing Arts
Technology, Social Media, & Apps – Game Changers in Events Planning
LOCATION: Canyon Ballroom B



Sai Powers is a graduate of Wichita State University with a BA in Theatre and is Events Manager at Scottsdale Arts. In 2018, Sai received a scholarship for the Certified Festival & Events Executive (CFEE) program through International Festival & Event Association (IFEA) and this presentation brings her closer to CFEE certification.

Sai shares her experience and best practices of utilizing tools on the most popular social media applications and suggests simple, helpful tips for stepping up your organization's social media game.

1:15 p.m.

Session Eight: Ally Haynes Hamblen, City of Las Vegas & William Irwin IV, Clearwing Productions
Innovating the Future

This session will be a discussion, led by Ally with William, about new performing arts trends, and cutting edge equipment - with a focus on technology, now and in the future. They'll be brainstorming creative uses of current tech and envisioning the next big thing. The discussion also includes the audience so bring your questions, comments and ideas for innovating the future.



Ally Haynes-Hamblen is the Director of the city of Las Vegas Office of Cultural Affairs, overseeing the city's performing, visual and public art programs.

Previously, Ally worked at the Scottsdale Center for the Performing Arts, beginning in 2004 and most recently was director and oversaw a \$6 million budget and multiple indoor and outdoor performance venues. Before her time in Scottsdale, Haynes-Hamblen was a general manager and associate producer for a national touring theatrical production company.



William Irwin IV, Business Development for Clearwing Productions, focuses on building relationships with new clients for Clearwing's Pro Shop, production department, and Systems Integration division. William first came to Clearwing in 2011.

Before Clearwing he worked for John S. Hyatt and Associates in sales and project management, and for Captus Creative as a Production Assistant. William studied at Mesa Community College, Roosevelt University and Arizona State University, focusing on theater and communications. He holds a Bachelor of Science in interpersonal communications from ASU.

3:00 p.m.

Closing Comments and Drawing for Door prizes!
You must be present to win.

3:15 p.m.

Adjourn – Strike

Wednesday, August 15, 2018

7:30 p.m. **Dinner** (*all are welcome, dinner is no-host*)

Suggested options:

- The Hudson <http://www.thehudsonsedona.com/>
 - 671 Hwy 179
 - Industrial chic dining room and patio with red rock views. It is an upscale yet casual American eatery open for lunch and dinner. Located on Hwy 179 just before uptown.
 - Reservations recommended. Call 928-862-4099

- Oak Creek Brewery and Grill
 - 336 Hwy 179 | 928.282.3300
 - Brewery and grill serving wood fired American fare located in Tlaquepaque Art Village. Enjoy seasonal local micro brews by brewmaster Fred Kraus.

- J Wine Bistro <http://www.jwinebistro.com/>
 - 7000 Hwy 179
 - Seasonal and locally sourced menu with freshness and flavor at the heart of every dish. This quaint 32 seat restaurant features an open kitchen and outstanding wine list. This bistro is run by chef/owner John Ramagli and is walking distance in The Collective marketplace. Reservations are suggested. Call 928.641.6586

- Mariposa <https://mariposasedona.com/menu/>
 - 700 AZ-89A
 - Upscale restaurant & bar with South American-inspired cuisine, a patio & panoramic views. Reservations are suggested. Call 928.862.4444