

Miami ARTS Marketing Project

Sponsored By DR. SANFORD & BEATRICE ZIFF

SOLVING THE MARKETING PUZZLE:

CUTTING EDGE STRATEGIES FOR REACHING AND KEEPING TODAY'S ARTS CONSUMERS



WORKSHOP 2012 SERIES

*Speakers are subject to change.

TUESDAY, JANUARY 31, 2012—9:00 to noon It's Not Puzzling:

Putting the Pieces Together to Create Marketing Magic

The arts are at a critical juncture, as audiences and donors ebb and flow with the state of the economy. Arts groups are spending increasing amounts of money on marketing efforts that are netting flat results. How can your arts group survive—and thrive—in this competitive, uncertain environment? You will leave with ideas from seasoned arts marketing and consumer marketing experts. Tips you can use right now on cultivating new sources of earned income, building relationships with new segments, promoting with new and established tools. Is your organization ready to move beyond the known universe of loyal arts fans to explore a new world of opportunity?

Facilitator: **Stephen Belth**, Arts Marketing Network

Speakers: **Prof. Jeffrey Weinstock**, Marketing Department, University of Miami
Kim Noltemy, Chief Marketing & Communications Officer, Boston Symphony Orchestra

Panel: **Andrew Goldberg**, Adrienne Arsht Center; **Michael Frisco**, New World Symphony; **Barbara S. Stein**, Actors Playhouse; **Nicolle Noel Ugarriza**, South Miami-Dade Cultural Arts Center

TUESDAY, FEBRUARY 28, 2012—9:00 to noon

The Two Piece Puzzle: Corporate Sponsorship and Marketing

In today's results-driven economy, corporations have limited money for sponsorship... and even less time to read your proposal. Understand your value and what you are selling. To make a corporation listen you need to make business sense. Learn how to position your organization as a key to help your potential sponsor meet their needs, as well as your own. What assets do you have that can benefit your partners? An impressive panel of corporate experts will help you navigate the new sponsorship marketplace.

Facilitator: **Noelle A. Galperin**, Principal, Galperin & Associates, Inc.

Speakers: **Brandy Truex**, Event Insiders Group
Suzanna Valdez, Adrienne Arsht Center

Panel: **Alvaro Alvarez**, SunTrust; **Ed Diaz**, Coca-Cola Company; **Jeff Dinetz**, Lincoln Financial Radio; **Shane Graber**, Bacardi; **Steve Haas**, City Hall Restaurant; **Sonia Terboss**, Creative Connection; **Mark Trowbridge**, Coral Gables Chamber; **Belen Cristino**, Eulen America

TUESDAY, MARCH 27, 2012—9:00 to noon

The Publicity Puzzle: How to Catch a Buzz

Develop a public-relations and media plan that will keep your arts group in the spotlight. Are you media savvy? How do you engage the media so that you are on their radar screen? What is your message and how do you develop a creative hook to get noticed and get coverage. This workshop will give you the tools to engage the media and make the results work for you with increased leverage and visibility. **Participants will receive the 2012 Miami Arts Marketing Project Media List.**

Facilitator: **Terri Lynn**, Superstars

Speakers: **C.L. Conroy**, President, The Conroy Martinez Group

Panel: **Celeste Fraser**, Artburst; **Rebecca Kollaras**, Kollaras Communications
Michael Peyton, WLRN; **Lauren Tirado**, Chispa Marketing

TUESDAY, APRIL 24, 2012—9:00 to noon

The Missing Piece: Connecting with Young Professionals—Participants, Patrons, Donors

As marketers witness the graying of their audience, the need to engage young professionals in the arts is essential. This workshop will address how experience has shaped Gen Y and Millennial arts participation. Attendees will leave this workshop with important insights and tools to increase attendance through young professional programs that energize this new audience. These are our future patrons, donors and corporate sponsors. Get the inside track on reaching this important demographic.

Facilitator: **Aubrey Swanson**, Kaufman Rossin & Co.

Speakers: **Tony Lima**, Miami Museum of Science

Panel: **Ralph Perez**, United Way
Georgina Earle, History Miami Flagler Street Society; **Marlon Hill**, Delancy Hill; **Marcella Novela**, Miami Art Museum Contemporaries; **David Restainer**, Friends of the New World Symphony; **Ivonne Ronderos**, MOCA Shakers; **Mike Simmons**, HYPE – Greater Miami Chamber; **Cameron Sisser**, Leadership Miami Arts Project; **Charles West**, United Way Young Leaders

TUESDAY, MAY 22, 2012—9:00 to noon

It's Puzzling: If They Don't Know, They Won't Go!

Showcase of innovative marketing ideas, collaborations and case studies. Bring your marketing success stories. At the end of the program we will have time to brainstorm with participants and speakers.

Facilitator: **Laura Lagomasino**, Jackson South Community Hospital

Speakers: **Victor Boa**, Codiscan—QR Codes

Sonja Bogensparger, Downtown Development Authority—Collaborations
Crystal Brewe, Adrienne Arsht Center—Cirque ID Twitter Wall
Jennifer Diaz, Greater Miami Convention & Visitors Authority—Social Media
Gary Farmer, City of Miami Beach—Sleepless Night
Michael Frisco, New World Symphony—Intensive Survey Project
Miguel Pena, South Florida Concierge Association—Reaching Visitors

JUNE 2012—10:00 to noon

Social Media: Each Social Network is a Piece

Social media and marketing is all about outreach – creating community among thousands of potential buyers of your tickets or participants in your events. The essence of social marketing is to capture, communicate and convert your “followers” into your customers. Using the power of your patrons to engage their social circle you can create a viral campaign that creates buzz and brings in new audiences. This program will focus on the big picture including Facebook, Twitter, Youtube, mobile advertising platforms, mobile apps, SMS/MMS campaigns, QR codes and more.

Facilitator: **Aubrey Swanson**, Kaufman Rossin & Co.

Speakers: **Sze Lee**, Social Capital Management

Kristina Scott & Danny Rivera, WLRN - Case Study

Series workshops will be held at the **Adrienne Arsht Center**
Peacock Education Center in the Knight Concert Hall on the East Side of Biscayne Blvd.
1300 Biscayne Blvd.
Workshops take place at this location unless otherwise noted.

A LA CARTE PROGRAMS

Marketing Roundtables

Dates and locations TBA

Join us for an interactive series of MAMP Roundtable Discussions. Each program is 90 minutes and focuses on one industry or topic.

- Marketing the Arts in Coral Gables and South Dade
- Marketing for Dance
- Marketing for Festivals and Events
- Collective Marketing and Collaborations

\$15 per person per session.

4 Included in Full Series. 2 Included in Signature Series.

Breakfast with the Arts & Hospitality Industry

THURSDAY, APRIL 5, 2012— 8:00 to 10:00

Intercontinental Hotel Miami, 100 Chopin Plaza, Miami

The Breakfast with the Arts & Hospitality Industries is a gathering of arts executives and the general managers and marketing directors from hotels, restaurants, cruise lines and airlines to explore opportunities for partnership and profitable alliances. In a difficult economy we all need to work together with a common goal of increasing visitors. Successful cultural tourism projects depend on collaboration, assessment, research, marketing and visitor service, as well as the development of successful strategies linking the arts and tourism in communities.

Keynote speaker: **Bruce Turkel**, Turkel

\$25 per person.



Steering Committee:

Laura Bruney, Arts & Business Council; **Raquel Alderman**, Miami Children's Museum; **Stephen Belth**, Arts Marketing Network; **Ali Bibeau**, Adrienne Arsht Center; **Heather Bettner**, Prince Media Development; **Cristina Blanco**, Gibraltar Private Bank; **John Copeland**, Adrienne Arsht Center; **Rachel Dippold**, Comcast; **Michael Frisco**, New World Symphony; **Noelle A. Galperin**, Consultant; **Hannah Greaux**, United Way; **Vivian Greer**, Miami Dade Parks; **Josie Gulliksen**, Consultant; **Laura Lagomasino**, Jackson Health; **Terri Lynn**, Superstars; **Gilda Mooney**, Miami Dade Dept. of Cultural Affairs; **Lili Hernandez**, Miami Dade Dept. of Cultural Affairs; **George Neary**, Greater Miami Convention Bureau; **Michael Peyton**, WLRN; **Mark Pidal**, GMFEA; **Aubrey Swanson**, Kaufman Rossin & Co.; **Sonia Terboss**, Creative Connection; **Pati Vargas**, Pati-Vargas Entertainment; **Elizabeth Williams**, Consultant

Attendee Information

Organization _____

Attendee _____

Email _____ Phone _____

Payment Credit Card Check (Send to PO Box 012100, Miami, FL 33101)

Name on Card _____

Credit Card # _____ Expiration Date _____

Scholarships

Please select one scholarship qualification.
Available for Workshops & Roundtables
GRANT RECIPIENTS OF: Miami Dade Department of Cultural Affairs
 Youth Arts Miami Hannibal Cox, Jr. Cultural Adv.
 Community Grants Developing Arts in Neighborhoods
GRANT RECIPIENTS OF: City of Coral Gables
PAID MEMBERS OF: The Greater Miami Festivals & Events Association

FULL PROGRAM SERIES: \$165/Person

Save 20% All 6 Workshops + 4 Roundtables

SIGNATURE SERIES: \$100/Person

Save 20% Choose 4 Workshops + 2 Roundtables

MINIATURE SERIES: \$65/Person

Save 15% Choose 3 Workshops

INDIVIDUAL TICKETS: \$25/Person

Choose 1 Workshop

\$15/Person

Choose 1 Roundtable

BREAKFAST TICKETS: \$25/Person

Not included with any package. Choose Breakfast

Select events below based on the level you choose.

- Workshop—January, Marketing Magic
- Workshop—February, Corporate Sponsorship
- Workshop—March, Publicity
- Workshop—April, Young Professionals
- Workshop—May, Marketing Case Studies
- Workshop—June, Social Media
- Breakfast with the Arts & Hospitality Industry
- Marketing Roundtable—Arts Coral Gables, South Dade
- Marketing Roundtable—Dance
- Marketing Roundtable—Festivals & Events
- Marketing Roundtable—Marketing & Collaborations

Send Registration & Payment to
PO Box 012100, Miami FL 33101 | Fax to (305) 357-3882 | Email to reina@artsbizmiami.org
For More Information Call: (305) 326-1021 or (305) 326-1011