



Track 1	Social Media & Technology
Track 2	Advocacy & Collaboration
Track 3	BOOTSTRAP Your Music Business
Track 4	Arts & Business Council of NY

9:00 am – 11:00 am	DAY 1 Tuesday, September 22 Registration PROCTORS THEATRE Schenectady, NY					Atrium
11:15am - 1:00 pm	LUNCHEON BUFFET With Live music					Dining in GE Theater
11:30 am - 12:00 pm	SUMMIT WELCOME <i>with Philip Morris & Judith K. Weiner</i> Opening Rapid Reports: What do YOU want to learn about Social Media & Technology?					GE Theater
12:00 pm – 1:00 pm	Special Guest Assemblyman Steve Englebright ADVOCACY KEYNOTE <i>intro by Veronica Claypool; Senator Stan Rosenberg, Randy Cohen and Dan Hunter.</i> Advocacy Strategies for this Economy					GE Theater
1:00pm – 1:30 pm	Networking Break: Conversations with NYS ARTS Board					
1:30 pm – 3:00 pm	BREAKOUT SESSIONS					
	Discovering and Connecting to Your Online Audience Specific tools and tactics to help get you started, and build social media capacity in your organization, in both rural and urban settings. <i>Rebecca Krause-Hardie</i>	Engage Online Draw attention to artists, their work, their perspectives and the complex interrelationships between technology, art and culture. <i>Nick Hasty</i>	Advocacy Strategies for this Economy Identifying advocacy priorities while anticipating and capitalizing on change. <i>Senator Stan Rosenberg & Dan Hunter</i>	Music 2.0 A look at the modern musician's digital toolbox. <i>Casey Rae-Hunter & Kristin Thomson</i>	Recruiting and Engaging Volunteers Find and utilize volunteers with business skills to strengthen your organization. <i>Elaine Grogan Luttrill</i>	Gallery
						Conf. Room 2
						Conf. Room 1
						Conf. Room 3
						Guild Room
3:00 pm - 3:30 pm	Networking and Snack Break					Atrium
3:30 pm – 5:00 pm	BREAKOUT SESSIONS					
	The Shiny New Online Toys Best practice tips to help your team think strategically, and maximize your organization's social media efforts in both rural and urban settings. <i>Rebecca Krause-Hardie</i>	Facebook & Twitter 101: A hands-on social media jump-start class that focuses on the nuts and bolts of how to use Facebook and Twitter for your arts organization. <i>Doug Fox</i>	Regional Captains RoundTable Open Forum A transparent advocacy strategy discussion with attendees. <i>Sen. Stan Rosenberg & Judith K. Weiner</i> <i>Stephen Butler, Elaine Giguere, Celeste Lawson, Ginnie Lupi, Hilary Oak, Kay Stamer, Ron Thiele, Caroline Thompson</i>	Playing Guitar on Broadway A workshop devoted to what you need to know to be competitive as a guitarist on Broadway. <i>Paul Molloy</i>	Small Business Sponsorship Connect and collaborate with the businesses in your community for mutual success! <i>Will Maitland Weiss, Nancy Rutter</i>	Gallery
						Conf. Room 2
						Conf. Room 1
						Conf. Room 3
Guild Room						
6:00pm - 9:30 pm	ENTERTAINMENT on the MainStage Intro by Gary Schiro <i>BROADWAY BOYS Live!</i>					Mainstage
6:00pm - 9:30 pm	RECEPTION DINNER/LOUNGE on Proctors MainStage Catered Dinner and Cash Bar					Mainstage

Check back schedule revisions...

Track 1 & 2 Sessions are **BRING YOUR LAPTOP** Sessions. Wireless available!

Track 1	Social Media & Technology
Track 2	Advocacy & Collaboration
Track 3	BOOTSTRAP Your Music Business
Track 4	Arts & Business Council of NY

7:30 am – 8:00 am		DAY 2 Wednesday, September 23 Complimentary Breakfast at Your Hotel					
8:00 am – 9:30 am	NYS ARTS Rurals Gathering						Guild Room
9:00 am – 10:30 am	BREAKOUT SESSIONS						
	The Online World of Templates. Enhance your organization's services and build your constituency base with ease and efficiency. <i>Michelle Bishop</i>	Connect Your Message with the Priorities of Those in Power Learn to articulate the benefits of your work to public and private leaders—maintain funding and you'll be their arts resource for years to come. <i>Randy Cohen</i>	New Approaches to Marketing and Research Overview of NY State and the plans for state-wide research on the cultural sector. <i>Randall Bourscheidt</i>	Modern Marketing The Broadway Boys will lead you through their inception, development, and current marketing techniques. Turn your idea or group into a marketable product. <i>Jesse Nager</i>	Marketing 101 Step by step planning to increase your visibility and sales; no matter the budget. <i>Michael Savino</i>	Conf. Room 1	
						Conf. Room 2	
						Conf. Room 3	
						Room 1	
						Guild Room	
						Gallery	
10:30 am – 11:00 am	Networking and Snack Break						Atrium
11:00 am – 12:30 pm	BREAKOUT SESSIONS						
	Facebook and Twitter Strategies Create and implement successful strategies for your Facebook, Twitter and related social media initiatives <i>Doug Fox</i>	Cultural Data Project Learn how to enter data and use its powerful reporting features. Demonstration and Discussion <i>Arin Sullivan</i>	Surviving Collaborations A look at the challenges and ways to maintain your organization's resources while collaborating with outside partners. <i>Kim Driscoll, Sharon Ball, Gary Reinbolt, Martha Strodel</i>	Webcasting Industry examples, content creation, basic legalities, the introduction to various platforms and begin hands on live webcasting. <i>Dejha Ti</i>	Net Neutrality Why net neutrality is crucial to artists and the efforts to keep the internet open and accessible to all. <i>Casey Rae-Hunter & Kristin Thomson</i>	Successful Cultural Tourism: Here's How! Encourage visitors and spending. Keep them coming back. <i>Anne Conroy-Baiter, Christine Hoffer, Karen Zornow Leiding</i>	Conf. Room 1
							Conf. Room 2
							Conf. Room 3
							Guild Room
							Room 1
							Gallery
12:30 pm – 1:00 pm	LUNCHEON BUFFET						GE Theater
1:00 pm – 2:15 pm	Technology Keynote Panel (during lunch) Arts Management in the Social Media Cloud - Clearer Skies Ahead! Moderator: Marc Kirschner /TenduTV Panel: Jaki Levy /Arrowroot Media, Sydney Skybetter /Design Brooklyn What new computing applications allow us to operate, collaborate, create and distribute with minimal infrastructure and maximum efficiency?						GE Theater
2:30 pm – 3:30 pm	BREAKOUT SESSIONS						
	Creating Student Arts Councils Creating student arts councils as an audience development tool <i>Nick Lagalante</i>	Tour of Proctors and their Power Plant Guided tour <i>Proctors Staff</i>	Navigating Government Funding for Capital Projects Find out how to navigate the Labyrinth of Government Funding. <i>Philip Morris, Gary Schiro and Ron Thiele</i>	Engineering Successful Collaborations Use process analysis to identify outcomes and pitfalls before you agree to a Collaboration. <i>Gary Reinbolt</i>	Podcasting Hands on podcasting and then how to distribute archived webcast/podcast content over the Internet. <i>Dejha Ti</i>	Conf. Room 1	
						Conf. Room 2	
						Conf. Room 3	
						Guild Room	
						Gallery	
3:45 pm – 4:15 pm	CLOSING RECEPTION with Snacks for the Road Open Mike Rapid Reports: How will you use social media to your advantage? TAKE AWAYS: What did you learn?						GE Theater