Technology Forum for Arts Managers

Thursday, August 22nd, 2013
9:30am – Noon

Generously hosted by the Seattle Repertory Theatre
PONCHO Forum
155 Mercer Street

Examining the theme of technology planning for arts organizations, we'll look at the triggers that drive organizations to consider new technologies, provide an overview of tools available to organizations of any scale, and examine successful implementation tactics.

Supplementing the focus on making strategic technology choices, the forum will also concentrate on three key topics:

- Digital Marketing and Communications, including Social Media, Websites, and Email
- Patron Management: Ticketing and Donor Management systems and databases
- Systems: Infrastructure, Equipment, and People

The presentations and discussion are targeted towards equipping Director-level arts leaders with deeper understanding of their technology toolkit options and of current trends within the nonprofit arts world, as well as starting points for research and planning, and a framework for making informed choices about their organization's technology needs.

Light breakfast will be provided.

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AGENDA

9:00 am	**Check-in**	
9:35 am	**Welcome**	**Sarah Sidman**
9:40 am	**Introduction**	**Caroline Renard**
9:50 am	**Digital Marketing and Communications**	**Ellen Walker**
10:05 am	**Patron Management and Databases**	

- "Everything in one system": a CRM implementation — **Stefanie Karlin**
- Community-wide data sharing — **Becky Lathrop**

10:30 am	**Q & A**	
10:45am	**Stretch Break**	
10:55am	**Preparing for and Managing a Technology Upgrade**	**Caroline Renard**
11:10 am	**Infrastructure and Resources**	**David Forrester**
11:25 am	**Technology Leadership: A Case Study**	**Margit Rankin** **Lila Hurwitz**
11:35 am	**General Q & A**	
Noon	**Wrap-Up**	**Sarah Sidman**

ArtsFund thanks the Seattle Repertory Theatre for generously hosting this event.

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