ARTSFUND INVITES YOU TO A

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

10:45 am  
Stretch Break

10:55 am  
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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