PROGRAM

Date: Thursday, November 22, 2012
Location: The Columbia Theatre, 530 Columbia St., New Westminster
Time: 9:00 am – 3:00 pm
Cost: $20 per person (incl. morning coffee, snacks & lunch)

Three main topic areas:

• Understanding Your “Life Cycle”
• Audience Development & Marketing Strategies
• Getting Your Funding Ducks All In A Row

9:00 – 9:30 Arrivals/Sign-In/Mingle
9:30 Welcome
9:30 – 9:45 Ice Breaker
9:45 – 9:50 Intro to session & keynote
9:50 – 10:00 KEYNOTE address - Helen Fathers
10:00 – 10:45 Session: LIFE CYCLE - Cherryl Masters
10:45 – 11:00 BREAK
11:00 – 11:45 Session: AUDIENCE DEVELOPMENT - Cherryl Masters
11:45 – 12:30 LUNCH
12:30 – 1:15 Session: FUNDING DUCKS IN A ROW - Nini Baird
1:15 – 1:45 Wrap up/Discussion - Greg Magirescu
1:45 – 2:00 Survey completion
2:00 – 3:00 Networking