

**FOURTH ANNUAL MARYLAND  
PRESENTERS NETWORKING MEETING  
NOVEMBER 30, 2011, 10:00AM – 3:00PM  
BLACKROCK CENTER FOR THE ARTS**



**AGENDA**

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**9:30 AM                      REGISTRATION**

**10:15 AM                      WELCOME AND INTRODUCTIONS**

**10:30 AM                      MID ATLANTIC ARTS FOUNDATION PROGRAM UPDATE**

Krista Bradley, Program Officer, Performing Arts, will update presenters on the 2012-2013 funding opportunities available from PennPAT, MAAF touring and presenting programs, review key changes in the ArtsCONNECT Grants Program, and offer guidance on planning and completing competitive applications.

**11:00 AM                      APAP ON THE ROAD -- LISTENING TOUR  
HOW CAN APAP BE OF SERVICE TO YOU?**

**ASSOCIATION OF PERFORMING ARTS PRESENTERS**

Arts Presenters is in a time of transition. As a professional association, our key mission is to serve the needs of our members. As we prepare for a new CEO to take the helm, the board is working to get broad-based input about what is important to our members. The APAP Future Working Group (a group of APAP board members and leadership formed to address long-term changes needed in the organization) has designed this unique session to gather input from members and non-members alike about the future of the association. APAP wants to hear how you are being impacted by your changing environments and how APAP can be of service given the changes being implemented in our communities. This is the chance for presenters, managers and artists to provide feedback to APAP board members, and help envision how APAP will function in the future to the service of our membership. Please join us for an update on the Association and to add your voice to the conversation about how we envision a future that best supports our members and our field.

**12:00 PM                      LUNCH**

**12:30 PM                      HOW STRONG IS YOUR SOCIAL NET?  
TRUDEL | MACPHERSON**

Many arts leaders are working hard to get the most out of the latest digital communications tools and social media. To take a snapshot of field utilization and satisfaction with marketing efforts in digital and social media, Trudel | MacPherson has conducted a national research project; called *How Strong is Your Social Net?* to measure messaging alignment, resource allocation and

communications effectiveness of arts organizations. At the Maryland Presenters Networking meeting Mary Trudel, Rory MacPherson, and digital media strategist Jai Sen of Sen Associates, the combined team who developed and fielded the study, will present the national findings from this research and lead an interactive workshop designed to improve and integrate organizations' communications strategies and audience engagement plans. During the two and ½-hour session Rory, Mary and Jai will lead participants through the use of a digital communications matrix planning tool — Strengthening Your Social Net — that uses the research findings as a jumping off point, leading into discussion of arts organizations' strategy development and deployment using a “practice framework” which connects all a group's communications and social media efforts to larger concerns and opportunities including ticket sales, developing fan networks, building participation in live events and fundraising.

**3:00 PM**

**ADJOURN**

*Special Thanks to BlackRock Center for the Arts, The Association of Performing Arts Presenters, Trudel | MacPherson, and Mid Atlantic Arts Foundation*

Performing Artist: Mark Edwards, classical guitarist

