

**TUESDAY, JANUARY 27 – 9:00 to noon**

**Corporate Partnerships: It's More Than Money**

Get a bird's eye perspective on how business is thinking in today's economy with our panel of marketing directors and/or community relations directors from targeted industries that support the arts. In addition to tips on corporate funding the panel will also discuss in-kind donations and how to reach their employees for group sales, promotions and outreach.

Facilitator: **George Neary**, Greater Miami Convention & Visitors Bureau  
 Speakers: **Diane Cruz**, Northern Trust Bank; **Steve Eisenberg**, Jones Walker PA; **Glen Kaufold**, Miami Dade College; **Melinda Lee**, Bank Atlantic Foundation; **Deborah Margol**, Miami-Dade Department of Cultural Affairs; **Phillis Oeters**, Baptist Health System; **Barbara Swan**, Swan & Rodriguez

**TUESDAY, FEBRUARY 24 – 9:00 to noon**

**Doing More With Less: Leveraging Your Marketing Dollars**

This program gives guidance in developing strategic and tactical marketing initiatives to leverage your marketing dollars and maximize your marketing muscle. Topics include budgeting your marketing costs, promotion on a shoestring, and how to boost your visibility with public relations and media relationships. All participants will receive an updated media list.

Facilitator: **Vanessa Binns**, Ticketmaster  
 Speakers: **Jeremy Chestler**, South Florida Arts Center; **Greg Jackson**, Miami Dade College; **Gloria Leal**, El Nuevo Herald; **Marialaura Leslie**, Performance Journalism Project; **Tatiana Perez**, Miami International University of Art & Design; **Eloise Rodriguez**, Bristol Public Relations; **Robbie Rosenberg**, arts consultant

**TUESDAY, MARCH 24 – 9:00 to noon**

**Consumer Generated and Multi-Channel Marketing to Turbo Charge Ticket Sales**

This program will focus on how to successfully integrate consumer generated marketing, direct mail, value added activities and partnerships to your marketing mix. Consumer generated marketing such as word of mouth, buzz marketing and people-to-people promotion are inexpensive and effective. Learn how to empower your audience and find your activators.

Facilitator: **Tony Lima**, Miami Science Museum  
 Speakers: **Edward de Valle II**, AMG Worldwide; **Nancy Doyle**, Broadway Across America; **Suzette Espinosa**, Adrienne Arsht Center; **Rebekah Lengel**, Miami Light Project

**TUESDAY, APRIL 28 – 9:00 to noon**

**Extreme Marketing Makeover: Reposition and Rebrand for Marketing Magic**

Reposition your group to reach new audiences. Rebranding provides the opportunity to sell what is unique about your product to today's arts consumers. Learn simple and effective ways to focus your organizations marketing message to your target audience. The panel will also cover perfecting your sales pitch and doing inexpensive research to find out what motivates your audiences.

Facilitator: **Vivian Miller**, University of Miami  
 Speakers: **Betsey Greene Freeman**, Miami International Film Festival; **Andrew Goldberg**, Adrienne Arsht Center; **Tim Hossler**, Wolfsonian-FIU; **David Jacobson**, Turbulence Advertising; **Gerry Landreth**, Culture Shock; **Marta Lauten**, Fontainebleau Resorts; **Dr. Arun Sharma**, University of Miami; **Michele Villalobos**, Mivista Consulting, Inc.

**TUESDAY, MAY 26 – 9:00 to noon**

**Cyber Marketing: Show & Tell**

Learn the strategies, techniques and skills you need to get the best results with cyber-marketing. Ten minute showcase presentations will explore what's new and hot, including amplifying bloggers, cell phones and texting, using your activators for online promotion, boosting technology to your advantage, and utilizing online resources and free online opportunities.

Facilitator: **John Copeland**, Miami-Dade Department of Cultural Affairs  
 Speakers: **Rolando Aedo**, Greater Miami Convention & Visitors Bureau; **Jason Beukema**, Whet Travel; **Jose Duran**, New Times; **Aaron Glickman**, Social Miami; **Tony Lima**, Miami Science Museum; **Liana Perez**, Art Circuit e-magazine; **Sabina Stanislavsky**, Access Media Marketing Group

**JUNE (Date and Location TBA) – 9:00 to noon**

**Breakfast with the Arts and Hospitality Industries**

Learn how to develop partnerships with the hospitality industry and discover funding opportunities for international arts and cultural exchange. Learn how to use summer arts programs to attract tourists and how arts groups can participate in the Greater Miami Convention & Visitors Bureau summer promotion.

**WORKSHOP LOCATION** Adrienne Arsht Center, Peacock Education Hall, 1300 Biscayne Boulevard (\$3 parking for workshop participants in Lot C)



**2009 Steering Committee** Ali Bibeau, Adrienne Arsht Center; **Vanessa Binns**, Ticketmaster; **John Copeland**, Miami-Dade Department of Cultural Affairs; **Nancy Doyle**, Broadway Across America; **Claudia Fragnito**, American Express; **Marcia Gomez**, Miami International University of Art & Design; **Tony Lima**, Miami Science Museum; **Gilda Mooney**, Miami-Dade Department of Cultural Affairs; **George Neary**, Greater Miami Convention & Visitors Bureau; **Michael Peyton**, WLRN; **Star Ray**, American Express; **Eloise Rodriguez**, Bristol Public Relations; **Vivian Miller**, University of Miami; **Dina Mariela Szejnblum**, Dinadesign; **Kevin Sharplay**, Kijik Multimedia Inc.; **Miki Speijers**, Vortex Communications; **Laura Bruney**, Executive Director

Register Now

ORGANIZATION \_\_\_\_\_  
 CONTACT \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 PAYMENT:  CHECK  CREDIT CARD  SCHOLARSHIP  
 CREDIT CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

- FULL PROGRAM SERIES**  
**\$125 per person**  
 5 workshops + Breakfast with the Arts and Hospitality Industries
- MINI-SERIES**  
**\$65 per person**  
 Select 3 workshops of your choice
- INDIVIDUAL WORKSHOPS**  
**\$25 each**
- BREAKFAST WITH THE ARTS & HOSPITALITY**  
**\$25 each**
- Corporate Partnerships**
- Doing More With Less**
- Multi-Channel Marketing**
- Extreme Marketing Makeover**
- Cyber Marketing**
- Breakfast with the Arts & Hospitality**
- SCHOLARSHIPS**  
 Available for grant recipients of the Miami-Dade Department of Cultural Affairs: Community Grants, Cultural Advancement, Developing Arts in the Neighborhoods, Hanibal Cox, Jr. & Youth Arts Miami, and the Coral Gables Cultural Development Board.

**Return Registration with payment to:**  
 Arts & Business Council of Miami, PO Box 01200 Miami, Florida 33101

**Return credit card orders by e-mail:** arts-business-miami@att.net  
**By fax:** 305 326-1018 **For more information call:** 305 326-1011