



## NEWS AND INFORMATION

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### FOR IMMEDIATE RELEASE

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### **Americans for the Arts Announces 2008 National Arts Marketing Project Conference**

WASHINGTON, D.C. — Arts & Business Council of Americans for the Arts will hold its annual National Arts Marketing Project Conference, titled *Priming The Pump: Fueling Integrated Marketing, Fundraising and Sponsorships to Optimize Revenue*, in Houston, November 9–12.

Attendees will network with more than 700 colleagues from around the country and discover fresh perspectives through crafted sessions on a variety of marketing and fundraising techniques. Intensive workshops, plenary sessions, an open forum for new ideas, and sponsorship clinics led by top marketing and sponsorship experts will round out the conference. Keynote speakers for the conference include:

- **Karen Brooks Hopkins**, President, Brooklyn Academy of Music
- **Alan Brown**, Principal, WolfBrown
- **Ed Keller**, CEO, Keller Fay Group
- **Patricia Martin**, President, LitLamp Communications

In today's challenging economic times, arts organizations are seeking innovative ways to generate new audiences and revenue, while also operating in an environment when philanthropic dollars may be stretched. As the preeminent convener of arts marketing professionals, and in response to demand from the field—especially its interest in better coordination of marketing and fundraising strategies—the 2008 National Arts Marketing Project Conference has now been broadened to address all revenue sources. Sessions will cover marketing revenue topics such as tickets sales and admissions, as well as contributions. Until now, the field of arts fundraising has had no national conference dedicated to its needs and issues.

A special preconference titled *Sponsorship Boot Camp* takes place on November 9 and offers intensive workshops designed to help marketers craft corporate and media sponsorship

packages to secure mutually beneficial business partnerships. On the same day, a separate pre-conference called *The Pricing Institute* will offer an intensive workshop offering pricing decision-makers a solid grounding in the economic principles of pricing and a framework for considering future pricing decisions. Different approaches to pricing will be illustrated through a series of case studies involving a range of arts presenters and producers.

Executive directors and board members, as well as marketing, public relations, membership, and development professionals from all cultural disciplines and budget sizes will benefit from the range of events at this conference. For a detailed schedule of National Arts Marketing Project Conference workshops, speeches, and events, visit:[www.AmericansForTheArts.org/nampc](http://www.AmericansForTheArts.org/nampc)

As the producer of this event, Arts & Business Council of Americans for the Arts is harnessing the expertise of leading arts marketing professionals from across North America. The conference also draws on Arts & Business Council of Americans for the Arts' lauded National Arts Marketing Project, sponsored by American Express, which operates nationwide and also offers marketing workshops, an advanced audience-development training program, and the Web resource [www.ArtsMarketing.org](http://www.ArtsMarketing.org).

**Americans for the Arts** is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).

The Arts & Business Council of Americans for the Arts targets the business community in an effort to stimulate more business support for the arts and at that same time stimulate a rich, multifaceted relationship between the two sectors. It also is the umbrella under which the national programs of the Arts & Business Council are operated, including Business Volunteers for the Arts, the National Arts Marketing Project, and MetLife Foundation National Arts Forum Series.

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