



Marketing Forum

Leslie Cargill, director of marketing and communications, Boston Ballet

All Sessions are **OPEN**

Thursday, July 14 (12:45 – 3: 15)

Meet in CC20B (on the 2nd Floor)

Building the best marketing plan - Integrated, Institutional, and Programmatic Marketing

Friday, July 15 (12:30 – 3:45)

Meet in CC21B (on the 2nd Floor)

Walking the marketing line between Artistry and Business

1:30 – 2:45 EXECUTIVE Cross-Council with Managers of Companies with budgets of \$15million and greater and \$3-14.9million

Topic: New Media (with Jim Nelson and Andrew Edmondson, Houston Ballet). Andrew will focus on marketing strategies and new media and Jim on policies, particularly those related to employees' use of new media.

2:45 – 2:55 Transition

Meet in CC21A (on the 2nd Floor)

2:55 – 3:45 Daily Wrap-Up

Saturday, July 16 (10:30 – 11:30)

Meet in CC20B (on the 2nd Floor)

Marketing challenges and opportunities facing the dance field today