

# Marketing Summit 2010 Program

15 - 17 June - Queensland Performing Arts Centre

Marketing Summit 2010 focuses on issues around digital and youth marketing, branding and culturally diverse audiences.

The Summit has assembled a team of national and international experts to share their knowledge and experience and includes options for you to curate your own pathways through the program. You can actively contribute to the Summit, and with each other, through Open Slather and networking opportunities.

## Tuesday 15 June

Opening night is open to the broader arts community and Summit delegates.  
Venue: Playhouse

### 6.00 - 6.10pm Welcome from the Australia Council

Christine Dunstan - MC  
Kathy Keele - Chief Executive Officer, Australia Council

### 6.10 - 7.00pm Keynote address - Retaining relevance in the digital era

Mark Scott, Managing Director, Australian Broadcasting Corporation  
*Challenges and opportunities of the digital era from the national broadcaster.*

### 7.00 - 8.30pm Welcome drinks

Venue: Concert Hall Stage

## Wednesday 16 June

Venue: Playhouse - unless otherwise indicated

### 8.00 - 8.55am Registration and coffee

Playhouse Foyer

### 9.00 - 9.15am Welcome to Country

Aunty Joan Collins

### Welcome to Summit

Kathy Keele - Chief Executive Officer, Australia Council

### 9.15 - 10.10am Keynote address - Brand value in the digital world

Russ Meyer - Chief Strategy Officer, Landor Associates, San Francisco

*How to maintain and develop brand value in the digital world of the double click.*

### 10.15 - 10.55am Option A: Special focus session - Digital marketing

Christine Dunstan - Moderator

Jill Colvin - Head of Marketing and Communications, Sydney Festival  
*Brand awareness in the digital landscape and lessons learnt from Sydney Festival's 2010 digital campaign.*

## Wednesday 16 June continued

### 10.15 - 10.55am Option B: Workshop and discussion - Real world branding

Venue: Cremorne Theatre

Russ Meyer - Chief Strategy Officer, Landor Associates, San Francisco

*A session fuelled by delegates' real world branding questions.*

### 11.00 - 11.25am Morning tea

### 11.30am - 12.15pm Option A: Panel discussion and debate - Tweets and blogs - who's the critic now?

Fenella Kernebone - Moderator - Presenter, Art Nation, ABC - Sound Lab, Triple J

Alison Croggon - Critic and long term Blogger of Theatre Notes

Stuart Buchanan - Director of The Nest and previous Producer of The Program

Marcus Westbury - Broadcaster, Writer, Media Maker and Festival Director

### Option B: Panel discussion and debate - Festivals and the challenge of cross artform marketing

Venue: Cremorne Theatre

Marcus Barker - Moderator - General Manager, Ten Days on the Island Festival, Tasmania

Teresa Walters - Marketing Director, Major Brisbane Festivals

Paul Davis - Marketing & Communications Manager, Next Wave Festival

Amanda Jackes - General Manager, Woodford Folk Festival and The Dreaming

### 12.20 - 1.00pm Option A: Special focus session - How rad can you be?

Christine Dunstan - Moderator

Adam Penberthy - Director, Fresh Marketing

*How far should you go in pursuing Gen Y and Gen Z? How long will they stay once you found them?*

### Option B: Panel discussion and debate - What's in it for me? Implications and opportunities from the research *Australian participation in the arts: more than bums on seats*

Venue: Cremorne Theatre

Bronwyn Edinger - Moderator - General Manager, City Recital Hall Angel Place - President, APACA

Sandra Bender - Executive Director, Arts Development, Australia Council

Wayne Denning - Managing Director, Carbon Media

Stephen Champion - Centre Manager, Bathurst Memorial Entertainment Centre

### 1.05 - 1.55pm

Lunch

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## Wednesday 16 June continued

- 2.00 - 2.45pm** **Special focus session - Going Green**  
Christine Dunstan - Moderator  
John Grant from UK via Skype - Author of *The Green Marketing Manifesto and Co-opportunity*  
Meegan Jones - Global Greening Consultant, Live Earth and Julie's Bicycle  
*New opportunities to work together with practical and sustainable strategies.*
- 2.50 - 3.45pm** **Option A: Discussion and debate - Passion to pragmatism - how to translate artistic vision into marketing reality**  
Martin Portus - Moderator - Director, Marketing and Communications, Australia Council  
Kate Champion - Artistic Director, Force Majeure in conversation with Simon Hinton - Artistic Director/CEO, Merrigong Theatre Company  
Commentators - Yaron Lifschitz - Artistic Director, Circa and Scott Maidment - Director
- Option B: Special focus session - From the ground up – creating a shared vision with audiences and stakeholders**  
Venue: Cremorne Theatre  
Jo Duffy - Artistic Director, Darwin Festival  
Tony Grybowski - Executive Director, Arts Organisations, Australia Council
- 3.50 - 4.10pm** **Afternoon tea**
- 4.15 - 5.10pm** **Open discussions - Open Slather**  
Venues: Lounge (Playhouse), Balcony Foyer (Playhouse), Lyric Lounge, Studio One  
*An opportunity to identify and interact around key ideas of the day, using 'cafe conversation' techniques, facilitated by delegates.*
- 5.15 - 5.45pm** **Special focus session - The Program**  
Stuart Buchanan - Director of The Nest and previous Producer of The Program  
Krissie Scudds - General Manager, The Program  
*The Program\* is Facebook for the arts. Learn how to use The Program to market your company from its makers.*
- 6.00 - 7.30pm** **Conference drinks and networking**  
Venue: The Edge, State Library of Queensland  
David Cranswick - Director, The Edge  
*Discover The Edge. Recently opened, The Edge is a place for experimentation and creativity, it offers the space and tools for young people to explore critical ideas, green initiatives, new design practices and media making.*

## Thursday 17 June

- 8.30 - 8.55am** **Late registration and coffee**
- 9.00 - 9.45am** **Keynote address - Develop and engage audiences**  
Denise Montgomery - Communications Consultant, Museum of Contemporary Art San Diego and La Jolla Playhouse, USA  
*Based on the innovative work at Museum of Contemporary Art San Diego, learn how to engage culturally diverse audiences and implement effective audience development strategies.*
- 9.45 - 10.25am** **Keynote address - Pull not push**  
Claire Eva - Head of Marketing and Audiences, Tate, UK  
*Explore how digital marketing provides new opportunities to build bridges between artists and the public, reach wider and more diverse audiences, and experiment with creative content and marketing techniques.*
- 10.30 - 10.55am** **Morning tea**
- 11.00 - 11.45am** **Workshop - The triad of digital, audiences and engagement**  
Denise Montgomery - Communications Consultant, Museum of Contemporary Art San Diego and La Jolla Playhouse, USA  
Claire Eva - Head of Marketing and Audiences, Tate, UK  
*Informal workshop on how to implement audience development, engagement, and digital marketing strategies.*
- 11.50am - 12.30pm** **Special focus session - How do we reach culturally diverse audiences?**  
Thang Ngo - National Manager, SBS in Language  
*How to harness the cultural diversity in your area to build engagement and audiences.*
- 12.35 - 1.15pm** **Option A: Special focus session - How to create a media strategy for mobile devices**  
John Galloway - General Manager, The Hyperfactory  
*Learn the building blocks for a mobile program. Are real time engagements such as customer alerts, news and offers critical to a successful campaign?*
- Option B: Special focus session - 2020 Vision**  
Venue: Cremorne Theatre  
Dr Peter Steidl - Partner, Mindshare  
*What is the bigger picture? GFC? ETS? FB? PC? RT? DM? How do arts organisations change and position effectively for the next decade?*
- 1.20 - 2.10pm** **Lunch**

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## Thursday 17 June continued

- 2.15 - 2.55pm Special focus session - In the conversation**  
Jeff Brookes - Regional Director, Sulake Corporation (Asia Pacific)  
*To engage with Gen Z do arts organisations need to become part of the online conversation?*
- 3.00 - 3.45pm Open discussions - Open Slather**  
Venues: Lounge (Playhouse), Balcony Foyer (Playhouse), Lyric Lounge, Studio One  
*An opportunity to reflect on key issues arising from the Summit and inform the content and form of the next Summit, facilitated by delegates.*
- 3.50 - 4.30pm Closing**  
Reports back from Open Slather  
Christine Dunstan - Moderator  
Closing comments  
Completion of Exit Surveys
- 4.30pm Summit concludes**

### \* The Program [www.theprogram.com.au](http://www.theprogram.com.au)

The Program gives you free tools to build your own community and grow your audiences. Delegates can access The Program themselves throughout the Summit, via the laptops located in the Playhouse Foyer. The Program team will be on hand to answer any questions you may have.

### Marketing Summit 2010 – towards sustainability

The Australia Council is using this year's Marketing Summit to test concepts and practice around sustainable events.



Australian Government



*The Marketing Summit is an Australia Council initiative, managed by the Market Development Division in partnership with the Major Performing Arts Board.*

## Queensland Performing Arts Centre

### Summit venues

