

The 2018 SETC National Conference on Outdoor Theatre Program Schedule

Tuesday, October 16, 2018

- **5:30 PM – 7:00 PM | WELCOME & DINNER**
Ramada Plaza, Kill Devil Hills
Beef & Mahi Taco Bar, Cash Bar
- **7:00 PM – 9:00 PM | ROLL CALL & COMPANY EXCHANGE**
Traditional sharing of successes and challenges from the past year
Ramada Plaza – Currituck Room
Facilitator: *John Tissue, Cherokee Historical Association Executive Director and Unto These Hills Producer*

Wednesday, October 17, 2018

- **9:00 AM – 11:00 AM | NEW TECHNOLOGIES IN LIGHTING EQUIPMENT FOR OUTDOOR USE**
The Lost Colony headquarters, Manteo – includes light hospitality
Presenter: *Joshua Allen, Lighting Designer*
- **11:15 AM – 1:00 PM | GREEN RENOVATIONS**
The Lost Colony
Sponsored by USITT
Session Topics:
 - > Green Technology
 - > Long Range Planning for Renovation
 - > Environment – how to work with the elements
 - > Keeping the theatre green through experiential learning and observation**Facility Renovation- Every Little Bit Helps:** The Santa Fe Opera has just completed its 62nd season of operation in the open air Crosby Theatre. With every renovation and new construction project the company has made an effort to become more energy and water efficient and user-friendly. This session is meant to be an open discussion of ideas and solutions the company has found, particularly in the most recent \$38M renovation of the theatre complex.
Presenter: *Paul Horpedahl, Production and Facilities Director, the Santa Fe Opera*
- **1:00 PM – 2:00 PM | LUNCH**
The Lost Colony, Pre-ordered
- **2:00 PM – 3:30 PM | SURROUND SOUND & MUSIC FOR OUTDOOR DRAMA**
How sound design and music can impact the quality of your show
The Lost Colony
Using example music and sound design from The Lost Colony, Michael Rasbury will demonstrate how your production can be improved by incorporating surround sound techniques and design thinking. A replica of The Waterside Theatre's eight channel surround system will be installed in our meeting space. A "how it's made" session will be presented using some of *The Lost Colony's* most exciting moments for music and sound.
Presenter: *Michael Rasbury, Sound Designer/Composer, the University of Virginia*
- **3:45 PM – 5:00 PM | TOUR OF THE LOST COLONY**
The Lost Colony headquarters
Tour Leader: *Bill Coleman, CEO of the Roanoke Island Historical Association*
- **5:00 PM – 7:00 PM | RECEPTION, DINNER & AWARDS**
Sponsored by The Lost Colony Board of Directors
The Lost Colony Waterside Theatre Breezeway
- **7:00 PM – 9:00 PM | HOW TO MAKE IT BURN! CAST MEMBERS, FIREWORKS OR LIGHTING**
The Lost Colony Waterside Theatre
Part 1: Pyrotechnics and Lighting Design –
Building upon the lighting equipment and design aspects of our morning session, we will provide a demonstration and discussion surrounding the technology.
Part 2: Burning Girl –
How *The Lost Colony* became the theatre to "Fire an Actor Every Night."
An Illuminating Topic: the use of live fire in outdoor productions to achieve spectacle and tell story. From flaming arrows, torches, cabins and the original "Burning Girl" stunt of the 1960s to today's unique performance of a Hollywood stunt onstage; how do these natural elements dictate and interact with other elements of a theatrical production of this scale? Find out what keeps it safe and then witness the action up close!

Presenters: Jason Paul Tate, Stunt Coordinator, The Lost Colony; Lance Culpepper, Associate Producer, The Lost Colony; Kaitlin Gill Rider, Specifier Relationship Specialist, WHOCO Lighting and Controls; Noah Trimner, Associate Designer, The Lost Colony

- **9:30 PM – 11:00 PM | LATE NIGHT HOSPITALITY**

Thursday, October 18, 2018

THE ART & SCIENCE OF MARKETING

Sponsored by the Paul Green Foundation

- **9:00 AM – 10:00 AM | LUCRATIVE PARTNERSHIPS PANEL**

Budleigh Event Center, Manteo – includes light hospitality

A group discussion on alternative revenue sources and associated partnership opportunities.

Facilitators: Jeff Gibson, SETC President; Bill Coleman; Joel Coady, Production Manager Serenbe Playhouse

- **10:15 AM – 11:45 AM | COMPETITION OR 'COOPETITION'**

Budleigh Event Center

What is the old adage; keep your friends close and your enemies closer? Is your competition your enemy? Sometimes a competitor pushes you to work harder and indirectly betters you. Competition has a way of pushing you to excel and may help convince your leaders to support your efforts. In this new presentation, Berkeley Young addresses some of the blurred lines of the competitive landscape in which we operate in the travel industry. Whether you are analyzing your brand, adjusting sales and marketing strategy or tracking ROI, it is critical for your leadership team to have a clear knowledge of the competitive landscape. Travelers and consumer trends are changing constantly and we have to make sure that we offer experiences that appeal and to which the consumer can relate. A competitive assessment often falls short when looking at the forces that are working against you. In fact, you may find that your competitors are not who you think they are.

Presenter: Berkeley Young with Young Strategies

- **11:45 AM – 12:30 PM | IMPRESS THE PRESS**

Budleigh Event Center

Audiences can't come to what they don't know about. Is your theater getting the press coverage it deserves? This insider presentation, from the editors of *Stage Directions* magazine, will offer an in-depth look at increasing your press coverage. This is a great opportunity to learn how to go beyond a press release and pitch stories that will interest not only your local press but get you some wider coverage as well. Today's media landscape constantly needs content for both print and digital online outlets, learn how to leverage that need to your theater's advantage. This session will offer new ideas and paths, along with press friendly tips, that will help your theater get the coverage that it deserves to reach new audiences.

Presenters: Michael S. Eddy, Editor-in-Chief and Kathleen Eddy, Managing Editor of Stage Directions magazine

- **12:30 PM – 2:00 PM | LUNCH & EXPLORE**

Grab a sandwich and use this time to check out downtown Manteo.

- **2:00 PM – 3:00 PM | GPS TECHNOLOGY FOR MARKETING**

Budleigh Event Center

Do you know your customer?

Customer analytics removes subjectivity and provides real, objective intelligence about who your customers really are and where you can find more of them.

We each leave many data 'footprints' every day. Some of those markings come from our smart phones. The same capability that provides driving directions and other location-specific services leaves a path of breadcrumbs that others can utilize. They are now being collected, stored, organized and analyzed into actionable intelligence. Insights not available even a few years ago are now accessible and are powering wiser decision making for marketers. We'll explore how customer analytics and GPS technology can be leveraged to understand who is coming to potentially interact with our businesses, where they are from and how to find more of them.

Presenter: Joe Weeks, from Buxton, a customer analytics company

- **3:30 PM – 4:30 PM | WE'RE ALL TOURIST ATTRACTIONS**

Budleigh Event Center

A presentation and discussion covering marketing, public relations and partnerships with your Visitor's Bureau.

Presenter: Lee Nettles, Executive Director, Outer Banks Visitors Bureau

- **6:30 PM – 7:30 PM | COOKOUT ON THE BEACH DECK**

Ramada Plaza, Second floor restaurant/Outdoor deck

Burgers & Hotdogs

- **7:30 PM | CLOSING SESSION REFLECTION & WIND DOWN**

Ramada Plaza, First floor/Albemarle Room

Facilitators: Betsey Horth, SETC Executive Director and Brandon Smith, IOT Chair

