

The 2017 SETC National Conference on Outdoor Theatre Program Schedule

Tuesday, October 17, 2017

Country Inn & Suites, Fairburn, GA

6:00 PM – 7:00 PM WELCOME, INTRODUCTIONS & DINNER

Southern Barbeque

Welcome: Betsey Horth, SETC/IOT Executive Director; Brandon Smith IOT Chair

7:00 PM – 9:00 PM ROLL CALL & COMPANY EXCHANGE

Traditional sharing of successes and challenges from the past year.

Facilitator: John Russell, Montford Park Players Managing Director and CEO

9:00 PM IOT TRIBUTE

“How the IOD Began” A video featuring Mark Sumner.

Remembering Mark Sumner & Hazel Robinson.

Presenter: Susan Phillips, Assistant to the Director

of SRAPAS the performing arts series at East Carolina University

Wednesday, October 18, 2017

Country Inn & Suites, Fairburn, GA

8:45 AM – 9:00 AM AGENDA CHECK-IN

Morning focus on finances. Afternoon delves into creating theatre on location.

Check in: Betsey Horth

9:00 AM – 10:20 AM ALTERNATIVE REVENUE SOURCES

Whether front of house sales, off-site sales or adding “value” to the experience, we’ll discuss what’s hot now and what income generators have stood the tests of time.

Presenters: Brandon Smith, *Tecumseh!* CEO

David Thomas, ART Station President and Artistic Director

10:20 AM – 10:35 AM GOOGLE GRANTS MINI SESSION

Making Google work for your theatre: grant paid advertising.

Presenter: Clay Thornton, SETC Marketing Manager

10:45 AM - 11:45 PM DATA IS THE NEW CREATIVE

How to best report the numbers for grants; Where to get those numbers; How not to lose your mission while seeking grants.

Presenter: John Tissue, Cherokee Historical Association Executive Director and *Unto These Hills* Producer

Introduction: Philenia Walkingstick, *Unto These Hills* Associate Artistic Director

12:00 PM – 12:30 PM **Travel to Serenbe Community**

Serenbe General Store 10642 Serenbe Lane Palmetto, GA 30268

12:45 PM – 1:45 PM LUNCH & DIALOGUE TABLES

Serenbe General Store, Pre-ordered

IOT leaders host table conversations to continue discussion on topics chosen from the previous evening’s Company Exchange.

Table Hosts: Lance Culpepper, *The Lost Colony*; John Russell, Montford Park Players; Marina Hunley-Graham, *Unto These Hills*

2:00 PM – 3:00 PM DESIGNING FOR SITE-SPECIFIC THEATRE

Outdoor workshop presented on location where the artist has blended the art of theatre to fit the environment.

Presenters: Joel Coady, Serenbe Playhouse Designer and Production Manager, Atlanta Jewish Academy Technical Director, Actor, Director Elizabeth Jarrett, Curator and Artist, Designer of *Macbeth* for Serenbe Playhouse

Introduction: Ryan Oliveti, Serenbe Playhouse Artistic Associate

3:00 PM – 4:45 PM CARAVAN TOUR OF SERENBE PLAYHOUSE

Founder and Executive Artistic Director Brian Clowdus and Artistic Associate Ryan Oliveti present the history and evolution of Serenbe Playhouse on a Caravan Tour of its theatre sites.

4:45 PM – 5:30 PM HAPPY HOUR The Inn at Serenbe, Cash Bar

5:30 PM – 7:00 PM AWARDS DINNER

The Inn at Serenbe The prestigious **Mark R. Sumner Award** will be presented to an individual who has made major contributions to the field of outdoor theatre. It is a highly guarded secret until the announcement!

The **Scott Parker Award** will recognize an exceptional volunteer within the Serenbe Playhouse outdoor theatre community.

Welcome: Betsey Horth

Introductions: Tiza Garland, SETC President Presenters: Lance Culpepper; John Russell; Brandon Smith

7:00/7:15 PM **Travel to Performance Location**

8:00 PM *THE SLEEPY HOLLOW EXPERIENCE*

Enjoy Serenbe Playhouse's popular Halloween play.

Thursday, October 19, 2017

Country Inn & Suites, Fairburn, GA

8:00 AM – 8:45 AM BREAKFAST & DISCUSSION

Dig deep into *The Sleepy Hollow Experience* with a casual Q&A with Brian Clowdus and Ryan Oliveti.

Facilitator: Tiza Garland

9:00 AM – 11:00 AM 2017 PAUL GREEN SEMINAR:

SITE-SPECIFIC THEATRE

Panelists: J.J. Cobb, Professor at Eastern Connecticut State University, Specialist in Site-Specific/ Environmental Theatre Methodologies; Brian Clowdus, Serenbe Playhouse Founder; Neeley Gossett and Nichole Palmietto Cofounders of Found Stages, a site-specific theatre located in Atlanta, GA

Facilitator: David Wohl, Author of "Site-Specific Theatre," *Southern Theatre* (2014)

11:00 AM – 12:00 PM VISUAL BRANDING FOR THEATRE

The use of photographs to both brand and promote your theatre. How to create those photos, and work with a graphic designer and an artistic concept to produce the best images for your show. Presenter: BreeAnne Clowdus, Photographer

Introduction: April Marshall, SETC Professional Services Manager

12:00 PM – 12:30 PM **Travel to Serenbe Community**

12:30 PM – 1:45 PM LUNCH The Inn at Serenbe

10950 Hutchesons Ferry Road Palmetto, GA 30268

2:00 PM – 3:00 PM INNOVATIVE PARTNERSHIPS *Charlotte's Web* Location

Merging the Arts, Agriculture and Business. A conversation with the founders of Serenbe.

Introduction: Ryan Oliveti

3:00 PM – 4:30 PM BUILDING & MAINTAINING YOUR BOARD

The make-or-break scenario for sustaining theatre into the next decade.

Presenter: Jamie Clements, Alliance Theatre Director of Development Introduction: Betsey Horth

4:30 PM – 5:00 PM **Travel to Country Inn & Suites, Fairburn**

6:00 PM – 8:00 PM ESTABLISHING THE IOT ENDOWMENT

Facilitator: Lance Culpepper, *The Lost Colony* Associate Producer

REFLECTION, DE-BRIEF AND "TAKE AWAYS"

Betsey Horth; Brandon Smith

Fortify with pizza and a beer for the final wind down.

8:00 PM AFTER HOURS...