

League of Historic American Theatres

Regional Conference Schedule - Portland, OR

(Times and topics subject to change)

DATE	TIME	Session
Wednesday, September 12	8:45 AM	Registration Opens / Networking Coffee
	9:30 - 9:45AM	Welcome
	9:45 - 10:15AM	Nuts & Bolts Icebreaker - a facilitated session to get to know who is in the room and what challenges and opportunities we all share
	10:15 - 11:00 AM	KEYNOTE: Making the case for Investment in the Arts & Historic Theatres
	11:00 - 11:15AM	SHORT BREAK
	11:15AM -12:00PM	The Historic Theatre Advantage
	12:00 - 2:15PM (breakout sessions)	LUNCH and Renovation 101 - a special program for theatres either not open yet or those considering major restoration or capital improvement projects
		LUNCH and Theatre Tour plus Q& A with the Experts
	2:15 - 3:15PM	Marketing Q&A - from building brand awareness to selling a ticket, let's talk about marketing
	3:15 - 3:30PM	SHORT BREAK
	3:30 - 4:15PM	Security Concerns - From Main Street to Broadway, what do we need in place to keep our patrons and buildings safe
	4:15 - 5:15PM	Need Money, Ask for Advice: Raising Capital Money for Your Historic Theatre
6:30 - 8:15 PM	Networking Reception Hosted by Restore Oregon at Hollywood Theatre	
DATE	TIME	Session
Thursday, September 13	8:00AM	Networking Breakfast
	8:45 - 9:30AM	Concessions - candy, popcorn and a whole lot of liquor
	9:30 - 10:15AM	Fundraising Q&A - money solves most or all of our problems, so let's talk about it some more
	10:15 -10:30AM	SHORT BREAK
	10:30 - 11:30AM	Film Presentation 101: Programming, Promotion, Projection & Popcorn
	11:30AM -12:30PM	Reducing Risk and other Insurance Issues - presented by one of the leading authorities on insurance needs/ reducing risks for historic structures
	12:30PM	Wrap Up and Conference Concludes