

# SURVIVOR 101

FOR COMMUNITY ARTS ORGANIZATIONS

*A Cultural Café and Think Tank for the future...*



## PROGRAM

Date: Thursday, November 22, 2012  
Location: The Columbia Theatre, 530 Columbia St., New Westminster  
Time: 9:00 am – 3:00 pm  
Cost: \$20 per person (incl. morning coffee, snacks & lunch)

Three main topic areas:

- Understanding Your “Life Cycle”
- Audience Development & Marketing Strategies
- Getting Your Funding Ducks All In A Row

9:00 – 9:30	Arrivals/Sign-In/Mingle
9:30	Welcome
9:30 – 9:45	Ice Breaker
9:45 – 9:50	Intro to session & keynote
9:50 – 10:00	<b>KEYNOTE</b> address - <a href="#">Helen Fathers</a>
10:00 – 10:45	Session: <b>LIFE CYCLE</b> - <a href="#">Cherryl Masters</a>
10:45 – 11:00	<i>BREAK</i>
11:00 – 11:45	Session: <b>AUDIENCE DEVELOPMENT</b> - Cherryl Masters
11:45 – 12:30	<i>LUNCH</i>
12:30 – 1:15	Session: <b>FUNDING DUCKS IN A ROW</b> - <a href="#">Nini Baird</a>
1:15 – 1:45	Wrap up/Discussion - <a href="#">Greg Magirescu</a>
1:45 – 2:00	Survey completion
2:00 – 3:00	Networking