

# THE PRODUCER'S PERSPECTIVE SUPER CONFERENCE

## THE AGENDA

### DAY 1 - SATURDAY NOVEMBER 10<sup>TH</sup>

- ▶ 8:30 AM - PRO & VIP Check-In
- ▶ 9 AM - General Check-In: Coffee
- ▶ 9:30 AM - Welcome with Ken Davenport
- ▶ 9:45 AM - Top Playwrights on Avoiding Writer's Block, Standing Out & Sharing Your Story
- ▶ 10:50 AM - Building Your Brand: How to Be An Artist & A CEO
- ▶ 11:55 AM - The Agent Approach: Literary Agents Talk Submissions & Negotiation
- ▶ 12:45 PM - Lunch On Your Own
- ▶ 2:10 PM - Demystifying Showbiz Law: Everything You Should Know to Save Time and Money
- ▶ 3:15 PM - The Perfect Partnership: Powerhouse Collaborators on Working as a Team
- ▶ 4:20 PM - Zero to Hero: Sure-Fire Tips on Raising The Money You Need to Get to Broadway
- ▶ 5:25 PM - Artistic Director / Producer Roundtable
- ▶ 6:30 PM: Collaborators, Connections & Cocktails Happy Hour

### DAY 2 - SUNDAY NOVEMBER 11<sup>TH</sup>

- ▶ 8:30 AM - PRO & VIP Check-In
- ▶ 9 AM - General Check-In: Coffee
- ▶ 9:30 AM - Welcome Back
- ▶ 9:45 AM - Media Blitz: How to Get Press That Sells Tickets
- ▶ 10:50 AM - The Secret to Developing An Audience in 2018 with Tom Melcher (Show Score)
- ▶ 11:55 AM - License to Sell: How to Make \$\$\$ Beyond Broadway
- ▶ 1:15 PM - Keynote Presentation: Tony Award nominee John Cariani

*\*Speakers and schedule subject to change.*