



DAY 1 – Monday 13 September	TITLE	DESCRIPTION
8.30 – 9.45	First Timers Welcome	Dedicated introductory session for presenters AND producers new to the industry and/or Long Paddock and APACA.
9.30 – 10.00	Registration	
10.00 – 10.15	Welcome Address	APACA Executive Director – Rick Heath APACA President – Bronwyn Edinger
10.15 – 11.15	Keynote Address	<p>Jonathon Welch - Whilst we call it show business for a reason, once we've found the show we want, done the sums to see if we can make it work, met the governance obligations and the council regulations, created the press release, done the mail-out and poured the opening night drinks, it's easy to forget what's at the heart of this business.</p> <p>Jonathan Welch will share with us his inspiring, passionate perspectives on the journey he has travelled and his vast experience in the industry, making performances that put heart front and centre.</p> <p>Founding Music Director for the Choir of Hard Knocks, proudly supporting the homeless and disadvantaged in Melbourne. Jonathan's passion led the choir to perform sell-out concerts at Sydney Opera House.</p>
11.15 – 11.45	Morning Tea	
11.45 – 1.00	<b>BREAKOUT SESSIONS</b>	
	<b>1. Lost for Words –</b> how do I talk about a show?	This session will give you ideas, concepts, and words that help articulate the reality of your performance experience, be it for conversation over coffee, a grant application or a business case providing rationale for a programming decision.
	<b>2. Getting The Route Right</b>	As an independent producer, a major organisation, or a presenter, find out which path is the right one for you when choosing productions or chasing tours.
	<b>3. Does My Brand Look Big In This?</b>	Back by popular demand, Mark Ritson, Associate Professor at the Melbourne Business School, makes a return to the APACA stage. After this session you'll walk away with a new understanding of the meaning of brand value and you won't be bored to tears during the process.
	<b>4. Deal or No Deal –</b> a dummies guide to brokering deals beyond the sell-off model	<p>Gain a new understanding of options available to presenters or producers for getting the work on stage, beyond a straight sell-off or venue hire. 4 case studies of different deals:</p> <ul style="list-style-type: none"> <li>• Producer/Producer deal</li> <li>• Commercial deal</li> <li>• Co-producing deal</li> <li>• Risk share deal</li> </ul>

DAY 1 – Monday 13 September	TITLE	DESCRIPTION
11.45 – 1.00	BREAKOUT SESSIONS CONT.	
	<b>5. Cultural Therapy 1 –</b> Managing Difficult People	At the end of these sessions (choose one or all) you'll have some concrete tools for managing difficult people, a better understanding of what specifically causes stress and some tangible tips for handling it.
	<b>6. Show Me The Money -</b> Measuring and Reporting the Social Impact of the Arts	This session will arm you with an understanding of how to measure and report on social impact. Next time you're making an argument for more dollars, be prepared.
	<b>7. Take The Audience Development Challenge - PART 1, GROUP A</b> [followed by Part 2 on Tuesday, with an optional session on Thursday]	Audience development means a lot of different things to a lot of different people. In this series of sessions we'll unpack misunderstandings, and walk you through an audience development process. This session will guide you towards writing your own audience development plan whether you're a producer or presenter.
	<b>8. Inside The Rehearsal Room –</b> site visits to some of Melbourne's major production companies.	See the creators in their natural environment and develop a first hand understanding of what's involved in making a professional production.
	<b>9. From the Ground Up –</b> building the new MTC – Ann Tonks	In the market for a new venue, a renovation, a refurb or simply interested in the process and the design?  Benefit from Ann's experience, insight and advice and be 'in-the-know' about how it all happened, as you sit and enjoy the MTC Theatre over the duration of the conference.
1.00 – 2.30	Lunch	
1.45 – 2.30	Parrimark session	An open forum Q&A with four advanced users of Events Perfect from within the performing arts industry. Talk to those who understand the value that a centralised system brings to your industry.  You'll also see sample databases and ways to utilise Events Perfect to its full potential in a performing arts venue. A must see at this years conference.
1.45 – 2.30	Tickets.com session	Tickets.com will be running User Group Sessions to ensure that you are getting the most out of your ticketing system.  Tickets.com ticketing systems are designed expressly for organisations that want to manage their own ticketing systems putting the client in control of their operation, from box office to telephone sales to Internet transactions. Tickets.com solutions are backed by state-of-the-art technology, rock-solid stability, and expert training and support.  Book your ticket for this session now!
2.30 – 3.00	Updates from the Australia Council for the Arts	Take thirty minutes to find out recent developments from the Australia Council for the Arts and how they will influence your organisation.

DAY 1 – Monday 13 September	TITLE	DESCRIPTION
3.00 – 4.00	Keynote Address	<p>John Knell - John is on the WANTED list. He is one of the U.K.'s top twenty speakers and if you're thinking here comes the expert trundled out to the colonies to tell us how it's done, you're absolutely right! John is a leading authority on cultural and creative industries policy. Not often that you get those right and left brains working at the same time but John is an exception.</p> <p>John has most recently written a cultural strategy for the city of Manchester, 'Fashioning Manchester's Cultural &amp; Creative Future'. As such, he is an individual acutely attuned to where culture is headed in the UK. Having consulted in the arts in Australia as well, he will share the things he thinks are working well here and let rip on those that aren't.</p>
4.00 – 4.30	Afternoon tea	
4.30 – 5.30	<b>BREAKOUT SESSIONS</b>	
	<b>1. Lost for Words –</b> how do I talk about a show?	This session will give you ideas, concepts, and words that help articulate the reality of your performance experience, be it for conversation over coffee, a grant application or a business case providing rationale for a programming decision.
	<b>2. Getting The Route Right</b>	As an independent producer, a major organisation, or a presenter, find out which path is the right one for you when choosing productions or chasing tours.
	<b>3. Does My Brand Look Big In This?</b>	Back by popular demand, Mark Ritson, Associate Professor at the Melbourne Business School, makes a return to the APACA stage. After this session you'll walk away with a new understanding of the meaning of brand value and you won't be bored to tears during the process.
	<b>4. Take The Audience Development Challenge - PART 1, GROUP B</b> [followed by Part 2 on Wednesday, with an optional session on Thursday]	Audience development means a lot of different things to a lot of different people. In this series of sessions we'll unpack misunderstandings, and walk you through an audience development process. This session will guide you towards writing your own audience development plan whether you're a producer or presenter.
	<b>5. Cultural Therapy 2 –</b> Stress Management	At the end of these sessions (choose one or all) you'll have some concrete tools for managing difficult people, a better understanding of what specifically causes stress and some tangible tips for handling it.
	<b>6. Inside The Rehearsal Room –</b> site visits to some of Melbourne's major production companies.	See the creators in their natural environment and develop a first hand understanding of what's involved in making a professional production.
	<b>7. Deal or No Deal –</b> a dummies guide to brokering deals beyond the sell off model	<p>Gain a new understanding of options available to presenters or producers for getting the work on stage, beyond a straight sell-off or venue hire. 4 case studies of different deals:</p> <ul style="list-style-type: none"> <li>• Producer/Producer deal</li> <li>• Commercial deal</li> <li>• Co-producing deal</li> <li>• Risk share deal</li> </ul>
	<b>8. Show Me The Money -</b> Measuring And Reporting Social Impact	This session will arm you with an understanding of how to measure and report on social impact. Next time you're making an argument for more dollars, be prepared.

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4.30 – 5.30	BREAKOUT SESSIONS CONT.	
	9. How Green Is My Fly Tower	Rob Brookman, of Sydney Theatre Company, leaders in greening the theatre industry, will share the challenges and successes on the journey to becoming carbon neutral. Find out how they did it and how to avoid the pitfalls for first timers.
7.30 – 8.30	Welcome Reception	
8.30 – 9.30	Performance	Chunky Move – “Live to Air”
DAY 2 – Tuesday 14 September	TITLE	DESCRIPTION
8.45 – 9.30	Late/Day 2 registrations	
9.00 – 9.30	APACA - Annual General Meeting	
9.30 – 10.45	Keynote Address	<p>“Bullshit” - Bullshit costs time, money and energy.</p> <p>We need to get better at speaking – and hearing – the truth.</p> <p>How robust are your people? Are they honest with you? Can you be honest with them?</p> <p>In 2010, we cannot afford the bullshit. A tough economy and uncertain future make it more important than ever to see the truth and speak it.</p> <p>With a background in the arts Andrew gets what we do. In this address Andrew's task is to take us to a new place - where presenters and producers live in harmony and open discussion is valued and productive. Not possible you say? Wait and see ... a new day dawns.</p>
10.45 – 11.15	Morning Tea	
11.15 – 12.30	BREAKOUT SESSIONS	
	1. Getting the Route Right	As an independent producer, a major organisation or a presenter, find out which path is the right one for you when choosing productions or chasing tours.
	2. Lost for Words – how do I talk about a show?	This session will give you ideas, concepts, and words that help articulate the reality of your performance experience, be it for conversation over coffee, a grant application or a business case providing rationale for a programming decision.
	3. Cultural Therapy 3 - Meditation for Beginners	At the end of these sessions (choose one or all) you'll have some concrete tools for managing difficult people, a better understanding of what specifically causes stress and some tangible tips for handling it.

DAY 2 – Tuesday 14 September	TITLE	DESCRIPTION
11.15 – 12.30	BREAKOUT SESSIONS CONT.	
	<b>4. Inside The Rehearsal Room</b>	Site visits to some of Melbourne’s major production companies. See the creators in their natural environment and develop a first hand understanding of what’s involved in the making of a production.
	<b>5. From the Ground Up – building the new MTC – Ann Tonks</b>	In the market for a new venue, a renovation, a refurb or simply interested in the process and the design? Benefit from Ann’s experience, insight and advice and be ‘in-the-know’ about how it all happened, as you sit and enjoy the MTC Theatre over the period of the conference.
	<b>6. “Bullshit” Explored -</b> A workshop exploring Andrew Horabin’s keynote address	Bullshit costs time, money and energy. We need to get better at speaking – and hearing – the truth. How robust are your people? Are they honest with you? Can you be honest with them?
	<b>7. Take The Audience Development Challenge - PART 2 , GROUP A</b> [follow-on session from Monday, with an optional session on Thursday]	Audience development means a lot of different things to a lot of different people. In this series of sessions we’ll unpack misunderstandings, and walk you through an audience development process. This session will guide you towards writing your own audience development plan whether you’re a producer or presenter.
12.30 – 2.00	Lunch & Long Paddock registrations	
1.15 – 1.45	Tabletop discussion - Arts Access Australia	
1.15 – 1.45	Tabletop discussion – Live Performance Australia	Award modernisation – impact at local, state and federal level – Live Performance Australia
1.15 – 2.00	Parrimark session	An open forum Q&A with four advanced users of Events Perfect from within the performing arts industry. Talk to those who understand the value that a centralised system brings to your industry.  You’ll also see sample databases and ways to utilise Events Perfect to its full potential in a performing arts venue. A must see at this years conference.
1.15 – 2.00	Tickets.com session	Tickets.com will be running User Group Sessions to ensure that you are getting the most out of your ticketing system.  Tickets.com ticketing systems are designed expressly for organisations that want to manage their own ticketing systems putting the client in control of their operation, from box office to telephone sales to Internet transactions. Tickets.com solutions are backed by state-of-the-art technology, rock-solid stability, and expert training and support.  Book your ticket for this session now!
2.00 – 2.30	Presenter Pitch Sessions	The tables are turned when a handful of presenters get their five-minutes-of-fame to pitch. Have they got a venue for you!
2.30 – 4.00	Long Paddock - Production Pitch sessions	
4.00 – 4.30	Afternoon tea	

DAY 2 – Tuesday 14 September		
	TITLE	DESCRIPTION
4.30 – 5.30	Global Australians – the view from the outside.	An Australian perspective on a slice of the performing arts scene in other countries in comparison to Australia. The conversation from an illustrious panel of speakers will touch on the differences in audiences, the ways in which productions are developed and the role of arts centres as presenters and/or producers. They will also talk about how they believe Australian works are perceived overseas.  SPEAKERS: <b>Judith Isherwood</b> – Arts Centre, Melbourne & the Millennium Centre Wales <b>Robyn Archer</b> - Australian singer, writer, stage and director, artistic director, and public advocate of the arts. <b>Michael Lynch</b> - Sydney Opera House & Southbank, London
5.30 – 6.00	Long Paddock summary session & Wrap up day 2	
7.30 – 11.30	Conference Dinner - "APACA Live at the Forum"	
DAY 3 – Wednesday 15 September		
	TITLE	DESCRIPTION
9.30 – 10.30	Venue Tour – MTC / MRC	
10.45 – 11.00	Day three commences - Welcome back	
11.00 – 12.00	Long Paddock - Production Pitch sessions and discussion	
12.00 – 12.30	Performing Arts Touring Alliance update	
12.30 – 2.00	Lunch & informal discussions about the pitch sessions	
2.00 – 3.00	<b>BREAKOUT SESSIONS</b>	
	<b>1. Getting The Route Right</b>	As an independent producer, a major organisation or a presenter, find out which path is the right one for you when choosing productions or chasing tours.
	<b>2. Speed Dating</b>	The ultimate matchmaking service - Producers and presenters Have a conversation about their work and their venue in 2 minutes or less!
	<b>3. Take The Audience Development Challenge - PART 2 , GROUP B</b> [follow-on session from Monday, with an optional session on Thursday]	Audience development means a lot of different things to a lot of different people. In this series of sessions we'll unpack misunderstandings, and walk you through an audience development process. This session will guide you towards writing your own audience development plan whether you're a producer or presenter.

DAY 3 – Wednesday 15 September	TITLE	DESCRIPTION
2.00 – 3.00	BREAKOUT SESSIONS CONT.	
	<p><b>4. So You Think You Can Produce</b> – what do producers actually do – case studies from some of Australia's leading producers in the commercial and subsidised sectors.</p>	<p>We'll shine the light on what it means to produce and how these people do it. At a practical level, if you need advice or an agent or just an arts manager to develop that tour and work up that Playing Australia grant application, this session will direct you to the right place.</p>
	<p><b>5. Leap of Faith</b> – presenting challenging work in challenging places ... how and why?</p>	<p>In this session we'll provide case studies where challenging work has been presented and achieved great success. You'll hear the strategies used to find audiences for challenging work and indeed find out why presenters go the extra mile to do so.</p>
	<p><b>6. Deal or No Deal</b> – a dummies guide to brokering deals beyond the sell off model</p>	<p>Gain a new understanding of options available to presenters or producers for getting the work on stage, beyond a straight sell-off or venue hire. 4 case studies of different deals:</p> <ul style="list-style-type: none"> <li>• Producer/Producer deal]</li> <li>• Commercial deal</li> <li>• Co-producing deal</li> <li>• Risk share deal</li> </ul>
3.00 – 3.30	Afternoon Tea	
3.30 – 5.00	Long Paddock - Production Pitch sessions	
5.00 – 5.30	Informal discussion about the pitch sessions	
7.30 – 9.00	Long Paddock - Production Showcase/excerpts	
9.00 – 10.30	Informal Discussion and LP Networking drinks	

DAY 4 – Thursday 16 September	TITLE	DESCRIPTION
9.30-10.30	The Executive Suite	Anne Tonks [MTC], Judith Isherwood[the Arts Centre, Melbourne], Adrian Collette [Opera Australia] & Michael Lynch [formerly Sydney Opera House and Southbank London] – an expose of the stuff these people did to get where they got and WHY!  Facilitation - AH
10.30 – 10.45	Summary session [for previous night's showcase]	
10.45 – 11.15	Morning Tea	
11.15 – 12.30	Long Paddock - Production Pitch sessions and discussion	
12.30 – 1.00	Wrap up & review	
1.15 – 2.30	Optional extra Lunch at restaurant	
2.30 – 5.30	Optional additional session on writing an audience development plan - limited places	
8pm	Optional MTC show – “All About My Mother”	Payment is direct with Melbourne Theatre Company by quoting promotional code APACA