

**January – June 2019**

**Member Organization Requirements**

* Complete annual member survey in February 2019
* Submit quarterly reports:
  + *April 15, 2019: submit report for January-February-March 2019*
  + *July 15, 2019: submit report for April-May-June 2019*
* Attend workshops:
  + *One staff person (preferably person in charge of marketing or audience building) must attend all 3 workshops*
  + *Chief executive (executive director, managing director, CEO) must attend 2 of the 3 workshops*
  + *A board member must attend 1 or the 3 workshops*

**2019 Meeting Dates**

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| **Workshop Date** | **Timeframe** | **Location** | **Topic/Presenter** |
| Friday, February 22, 2019 | 8:45 AM – 12:30 PM  Breakfast & a morning break will be served | Atlanta Contemporary, 535 Means St, Atlanta GA 30318 | Audience Building Boot Camp: Refresher on 6 Metrics to Track, “Job” you are doing for your audience, and other topics, with at least half of the time devoted to sharing successful strategies, plans for 2019, and lessons learned with peers. |
| Thursday, May 2, 2019 | 8:30 AM – 3:30 PM  Breakfast, Lunch & Breaks will be served | Atlanta Contemporary | Colleen Dillenschneider, national expert and author of *Know Your Own Bone* blog, will present current (Atlanta-based) data on audience preferences and behaviors derived from longitudinal study from MIT of national arts & culture audiences, stratified by market, e.g. Atlanta. She and her colleagues will conduct a workshop on how to use the data to craft an audience strategy and do her usual myth-busting (as you know from her blog.) |
| Friday, June 27, 2019 | 11:45 AM – 4:30 PM  Lunch & an afternoon break will be served | Mercedes-Benz Stadium | The Welcome Home team from the stadium will present their workshop (delivered to all staff upon hiring and periodically thereafter) on how to create an exemplary audience / visitor experience. |