



# NationalArts MarketingProject

A Program of **Americans for the Arts**



## REGISTRATION FORM

NATIONAL ARTS MARKETING PROJECT WORKSHOPS presented by LA STAGE ALLIANCE.  
For ALL arts organizations.

### 1. CONTACT INFORMATION (One form per attendee.)

Attendee name: .....  
 Organization: .....  
 Mailing Address: .....  
 City, State, ZIP: .....  
 Phone: .....  
 Email: .....  
 LASA Member:  LACAC Grantee:

### 2. CHOOSE YOUR WORKSHOPS

Please indicate the workshops you want by marking an "X" in the WILL ATTEND column.  
 COST: General = **\$35**. LA Stage Alliance Member = **\$25**. LA County Arts Commission Grantees = **\$0**.  
 (Scholarships available to all LACAC Grantees OGP 1, 2, or 2.5 in good standing - limit 2 members per organization.)

WORKSHOP	DATE	WILL ATTEND	COST
<b>BROADEN YOUR APPEAL:</b> Reach Culturally and Ethnically Diverse Audiences	<b>March 20<sup>th</sup></b> 10AM - 1PM		
<b>THE NEW FRONTIER - PART ONE:</b> Email Marketing Essentials and Web Techniques!	<b>April 17<sup>th</sup></b> 10AM - 1PM		
<b>THE NEW FRONTIER PART TWO:</b> Blogging, Social Networking and YouTube	<b>May 15<sup>th</sup></b> 10AM - 1PM		
<b>GROW YOUR AUDIENCE:</b> How to Write a Marketing Plan	<b>June 28<sup>th</sup></b> 2PM - 5PM		<b>FREE!</b>
<b>MAKE THE CONNECTION!</b> Collaborate with Partners of All Sizes and Shapes	<b>July 17<sup>th</sup></b> 10AM - 1PM		
<b>SHOESTRING SUCCESS STORIES:</b> Facing Marketing Challenges / Idea Exchange	<b>August 7<sup>th</sup></b> 10AM - 1PM		
<b>TOTAL</b>			

### 3. PAYMENT

METHOD: (check one) Credit Card  Check (payable to LA Stage Alliance)  Money Order  Cash   
 Credit Card #: ..... Exp: ..... Security Code: .....  
 Cardholder Name: .....  
 Credit Card Billing Address: .....  
 Authorizing Signature: ..... Date: .....

### 4. SUBMIT

Please submit completed form  
 by MAIL to LA Stage Alliance 644 S. Figueroa Street, Los Angeles, CA 90017  
 by FAX to 213.614.0561  
 by EMAIL to [DSchroader@LAStageAlliance.com](mailto:DSchroader@LAStageAlliance.com)  
 by PHONE at 213.614.0556 x 10.  
 Once your completed form has been processed you will receive an email confirmation.

For more information on Los Angeles NAMP workshops in 2008, please visit [www.lastagealliance.com/NAMP.asp](http://www.lastagealliance.com/NAMP.asp)