



MARKETING, MEASUREMENT, & ANALYSIS

A Half-Day Intensive Seminar

Friday, February 10th 2012

3:00pm – 6:00pm

Snapple Theatre Center

210 W. 50th St.

New York, NY 10019

2:30pm – 3:00pm	Registration/Coffee
3:00pm – 3:10pm	Welcome/Opening Remarks Jed Bernstein, <i>Commercial Theater Institute</i>
3:10pm – 4:00pm	Wrap Reports, 10-week out projections Eva Price, <i>Maximum Entertainment Productions</i>
4:00pm – 4:45pm	Promotion Planning & Measurement Bob Bucci, <i>The Marketing Division</i>
4:45pm – 5:00pm	Break
5:00pm – 5:45pm	Commercial Off-Broadway: Measuring the Financials David Turner, <i>Stuart Thompson Productions</i>
5:45pm – 6:00pm	Closing Remarks Jed Bernstein, <i>Commercial Theater Institute</i>

Speakers and Topics Subject to Change