



# League of Historic American Theatres

## The 41<sup>st</sup> Annual National Conference & Theatre Tour

Sheraton Grand Hotel Downtown – Los Angeles, CA

July 16-19, 2017

### SCHEDULE

All events, times, dates, locations and presenters are subject to change *Last updated 7/7/2017*

See [www.LHAT.org](http://www.LHAT.org) for all conference details.

<b>Sunday, July 16, 2017</b>	
<b>All events at Sheraton Grand Hotel Downtown unless otherwise noted</b>	
7:30 – 8:15 AM	Pre-Conference Ramble Registration only
8:30 AM – 4:30 PM  Additional Fee Option  Includes continental breakfast and lunch	<p><b>Optional Pre-Conference Historic Theatre Ramble</b></p> <p>Ramble Registration &amp; Breakfast at 7:45 AM at the Sheraton Grand Hotel. Group will begin loading motor coach at 8:15 AM and depart from hotel at 8:30 AM.</p> <p><b>All theatre visits are still being confirmed and are subject to change, but we hope to visit:</b></p> <ul style="list-style-type: none"> <li>• Theatre at Ace Hotel • The Wiltern • Saban Theatre (Tour + Lunch)</li> <li>• Wilshire Ebell Theatre • Million Dollar Theatre</li> </ul>
11:00 AM – 6:00 PM	Conference Registration
1:00 – 3:30 PM	<p><b>Optional: Early Bird Intensive Education Session #1</b></p> <ul style="list-style-type: none"> <li>• Historic Theatre Renovation 101: A Framework for Planning Successful Projects</li> </ul>
2:00 – 3:30 PM	<p><b>Optional: Early Bird Intensive Education Session #2</b></p> <ul style="list-style-type: none"> <li>• Best Practices for Non-Profit Board Members</li> </ul>
3:30 – 4:45 PM	First Timers' Welcome Lounge
5:00 – 6:00 PM	<p><b><u>Tools &amp; Techniques Segment 1</u></b> <i>(4 concurrent sessions – all will only be presented once)</i></p> <ul style="list-style-type: none"> <li>• The Fast Track - Evolving Your Organization to Ever Higher Levels of Effectiveness</li> <li>• Managing and Marketing the Modern Theatre</li> <li>• Adapting the TCL Chinese (Grauman's) Theatre for New Audiences and New Technologies</li> <li>• Launching an Effective Capital Campaign : A Case Study</li> </ul>
6:30 – 9:30 PM	<p><b><u>Opening Night Festivities</u></b></p> <ul style="list-style-type: none"> <li>• Welcome Cocktail Reception</li> <li>• Opening Night Dinner</li> <li>• Spotlight Discussion: Film, featuring Greg Laemmle and John Nien</li> </ul>

**Monday, July 17, 2017**

All events at Sheraton Grand Hotel Downtown unless otherwise noted

7:30 AM – 3:15 PM	Single Day Registration
7:45 – 9:00 AM	<u>Eye Opener Breakfast: Peer Discussions &amp; Networking</u>
9:30 - 10:45 AM	<b>Tools &amp; Techniques Segment 2a</b> (6 concurrent sessions, 3 of 6 will repeat after break) <ul style="list-style-type: none"><li>• Beyond Compliance: Technology + Audience Diversity</li><li>• Customizing the Customer Journey: A Candid Look at Innovation, Technology and Leveraging Data to Drive Successful Patron Engagement</li><li>• TEAM Training: Techniques for Effective Alcohol Management</li><li>• A Tale of Two Capital Campaigns: Successful Fundraising for Cinema-Centric Historic Theatres (will not repeat)</li><li>• Found Money for Your Theatre: How to Make Extra Income through Short Term Rentals (will not repeat)</li><li>• Breaking Barriers - Diversity in Arts Leadership and Programming (will not repeat)</li></ul>
10:45 - 11:15 AM	Networking Refreshment Break
11:15 AM - 12:30 PM	<b>Tools &amp; Techniques Segment 2b</b> (6 concurrent sessions, 3 of 6 repeated from before break) <ul style="list-style-type: none"><li>• Beyond Compliance: Technology + Audience Diversity</li><li>• Customizing the Customer Journey: A Candid Look at Innovation, Technology and Leveraging Data to Drive Successful Patron Engagement</li><li>• TEAM Training: Techniques for Effective Alcohol Management</li><li>• Nuts and Bolts of a Successful Capital Campaign (presented only once)</li><li>• Renovating the Recent Past - The Unique Challenges of Mid-century Theatres (presented only once)</li><li>• Payments Intelligence: Understanding the Confusing World of Payment Processing and Data Security (presented only once)</li></ul>
12:00 – 3:00 PM	Exhibitor EXPO Set-up
12:30 – 1:45 PM	Lunch on Your Own
2:00 – 3:15 PM	<b>Tools &amp; Techniques Segment 3</b> (6 concurrent sessions, all only presented once) <ul style="list-style-type: none"><li>• Promoting Your Theatre as a Location for Film and Television Productions</li><li>• Strength &amp; Beauty: Implementing Seismic Solutions &amp; Restoring Decorative Finishes</li><li>• Rethinking Our Approach to the Patron Experience</li><li>• So You Want to Restore Your Theatre? Where to Start</li><li>• The Candy Man Can: Or How to Optimize Your Concession Revenue</li><li>• How to Succeed as a Historic Theatre CEO Without Having an MBA</li></ul>
3:30 - 6:00 PM	<b>Meet the Service Providers EXPO &amp; Reception</b>  View list of 2017 Exhibitors at <a href="http://www.LHAT.org">www.LHAT.org</a>
6:00 – 7:00 PM	Exhibitor Teardown
Evening	On Your Own

**Tuesday, July 18, 2017**

All events at Sheraton Grand Hotel Downtown unless otherwise noted

Please note schedule change – Attendees will split into two groups this morning. Group 1 will leave earlier than Group 2 for an Early Bird tour of the El Capitan Theatre. LHAT will contact all attendees to ask if they want to be included in Group 2.

7:00 - 8:30 AM

Single Day Registration

**GROUP 1: Optional for Early Birds**

**GROUP 2**

7:00 AM

Continental Breakfast or Breakfast to Go

7:45 AM

Eye Opener Breakfast:  
Continental Breakfast Buffet

7:30 AM

Board Motor Coaches for Hollywood, will depart hotel at 7:40 AM

8:25 AM

Board Motor Coaches for Hollywood, will depart hotel at 8:40 AM

8:25 AM

Tour El Capitan Theatre

9:10 AM

Walk along Hollywood Blvd. to meet Group 2 at Pantages Theatre for 9:30 AM Tour

9:25 AM

Bus will drop Group at Pantages Theatre to meet Group 1 for 9:30 AM Tour

9:30 – 11:25 AM

Theatre Tours (*Attendees will walk between theatres on Hollywood Blvd.*)

- Pantages Theatre
- Egyptian Theatre

11:25 AM – 12:25 PM

Lunch on Your Own in Hollywood

12:30 – 1:25 PM

Theatre Tour – Meet at TCL Chinese Theatre at 12:25pm

- TCL Chinese Theatre

1:35 PM

Board Motor Coaches for Downtown, will depart near TCL Chinese Theatre at 1:45 PM

2:15 – 2:55 PM

Short Break after return downtown to the Sheraton Grand

3:00 – 3:55 PM

Cocktail Reception (at Hotel)

4:00 – 4:45 PM

2017 Awards for Excellence Ceremony (at Hotel)

4:45 – 5:30 PM

Keynote Address (at Hotel)

Evening

On Your Own

**Wednesday, July 19, 2017**

All events at Sheraton Grand Hotel Downtown unless otherwise noted

7:15 – 9:30 AM	Single Day Registration
8:00 – 9:05 AM	Eye Opener Breakfast: LHAT Annual Membership Meeting
9:15 - 10:30 AM	<b>Tools &amp; Techniques Segment 4a</b> <i>(6 concurrent sessions, 4 of 6 will repeat after break)</i> <ul style="list-style-type: none"><li>• Planning for Ongoing Capital Expenses: Preserving Your Investment and Preparing for the Future</li><li>• The Collision of Old Theatres &amp; New Technology: Please <u>Don't</u> Turn off your Cell Phone</li><li>• Reeling in the Big Catch: What your Venue Can Do to Attract Bigger Shows and Promoters</li><li>• Not Your Father's Annual Appeal</li><li>• Using Analytics to Enhance Fundraising &amp; Marketing Efforts <i>(will not repeat)</i></li><li>• Education Programs Make Dollars and Sense: Contribute to Your Mission, Audience and Bottom Line <i>(will not repeat)</i></li></ul>
10:30 - 11:00 AM	Brief Networking Refreshment Break
11:00 AM - 12:15 PM	<b>Tools &amp; Techniques Segment 4b</b> <i>(6 concurrent sessions, 4 of 6 repeated from before break)</i> <ul style="list-style-type: none"><li>• Planning for Ongoing Capital Expenses: Preserving Your Investment and Preparing for the Future</li><li>• The Collision of Old Theatres &amp; New Technology: Please <u>Don't</u> Turn off your Cell Phone</li><li>• Reeling in the Big Catch: What your Venue Can Do to Attract Bigger Shows and Promoters</li><li>• Not Your Father's Annual Appeal</li><li>• Show Off Your Past: Collecting, Preserving and Showcasing Your Theatre's History <i>(presented only once)</i></li><li>• How to Manage Your Theatre's Risk <i>(presented only once)</i></li></ul>
12:15 – 1:15 PM	Lunch on Your Own
1:15 – 1:45 PM	Plenary Session: "Broadway: Then and Now"
1:55 – 4:45 PM	<b>Theatre Tours</b> - Walk from Hotel and between Theatres <b>All theatre visits are still being confirmed and are subject to change, but we hope to visit the following:</b> <ul style="list-style-type: none"><li>• Globe Theatre</li><li>• Palace Theatre</li><li>• Los Angeles Theatre</li></ul>
4:45 – 5:15 PM	Closing Party at the Los Angeles Theatre <i>(Tentative)</i>
5:15 PM	Conference Ends