

# Tessitura 2012 UK Conference Schedule

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THURSDAY 8 NOVEMBER								
	RST	THE CLORE LEARNING CENTRE					THE COURTYARD THEATRE	RSC OFFICES
	Colonnade	Room 1	Room 2	Room 3	Reception	Loft	Meet at registration desk in RSC	Meet at registration desk in RSC
12:00-14:00	Registration					Welcome tea and coffee		
14:00-15:30	Registration	<b>Ideas sharing DEV</b> A chance for Development users of Tessitura to meet each other and to discuss the issues around fundraising including top up donations, corporate contacts, activities and online stewardship. Bring your ideas and questions for a lively discussion of topics affecting Development folks.	<b>"Speak, breathe, discuss; brief, short, quick, snap" MKT</b> Marketing open discussion - Seed topics welcome (RSC suggestions: monetising / analytics, audience development)	<b>What's the online offer for schools? EDU</b> Our new professional development package for teachers is accessible almost completely online. Here we showcase the platform, talk about partnership working as well as the challenges of selling to schools online	<b>General Finance discussion FIN</b> An opportunity to sit down and have a talk with fellow finance people about current issues and developments	Meet the Sponsors and refreshments		
Break - see session timing	Registration	<b>15:30 - 15:45</b>	<b>15:15 - 15:45</b>	<b>15:30 - 15:45</b>	<b>15:15 - 15:45</b>	Meet the Sponsors and refreshments		
15.45-17:00	Registration	<b>Who Gives? DEV</b> Steps to better understanding who does or might give to you. Cultivate & Experian present two case studies on how in depth analysis and interpretation of your data can better inform and develop strategies to increase philanthropy and donations.	<b>Room 101 IT</b> What are the items, technologies, challenges that we would consign to the back of our props stores to make our lives in IT better - Macs, geeks, Finance Directors, extreme users both technical and luddite? You don't need to be an IT person to vent your frustration - go on - let it all out!	<b>Shakespeare's text workshop GEN / EDU</b> A non-Tessitura moment for all - no prior knowledge of Shakespeare needed. Come and join in a practical workshop that demonstrates how we use rehearsal room techniques to unlock Shakespeare's language.	<b>WordFly -What's Next MKT DEV (POP)</b> The opportunity to engage with your patrons is continuously evolving. Today's audiences expect you to engage them with the right content at the right time. See how WordFly is evolving to meet these needs and how you can leverage the power of the platform to sell more tickets, reach new audiences, increase donations, and build stronger relationships with your patrons. Don't miss this opportunity to see what's new in the industry, what's next for WordFly and submit your ideas for development.	Meet the Sponsors and refreshments	<b>BOX OFFICE</b> A chance to meet the RSC Box Office Management Team and other Box Office staff from across the network. An informal session to share ideas and discuss topics such as agents allocations, managing the seating plan, communication of offers, access bookings and anything else that might crop up!	<b>Marketing Lab MKT</b> Hands-on and demonstrations using the RSC's Tessitura set up
17:00-18:00								
18:00 start							<b>Networking and Social Evening</b> Music and Two course buffet meal Sponsored by POP + WordFly + CloudTix	