



Free Professional Development Opportunities

As part of our ongoing commitment to professional development for New York artists and arts organizations, ABC/NY is pleased to present the following webinars, in partnership with Americans for the Arts. These webinars are **free** to ABC/NY members and all our New York constituents. To register, please follow the instructions at the bottom of this page.

[A Look at the Future of Dynamic Pricing](#)

Recent studies argue that there are too many venues and arts organizations are struggling with capitalization. All of this, plus other bottom-line issues, puts more pressure on earned income. Many arts organizations have begun to use dynamic pricing to help boost earned income, but it is often a blunt instrument. We will discuss best practices in dynamic pricing that go into deeper analysis, show how small changes can bring large gains, and how outside influences such as consumer psychology, management of the customer experience, internal and external communications, and price elasticity all play a part in sophisticated, successful dynamic pricing strategies.

*Presented by: Steven Roth, President, The Pricing Institute, Boston, Massachusetts;
Jenifer Thomas, Consultant, The Pricing Institute*

Monday, February 4, 2013

3:00 - 4:00 p.m.

[New Responses to Old Complaints: Addressing Changing Customer Expectations Using New and Old Technologies](#)

Remember the days when all your ticket buyers called you when they wanted tickets? Remember when you had to pick up the phone to call them when you wanted something? Many subscribers and ticket buyers still respond to this traditional model, but many of your website visitors and those aware of your organization's presence on social media have different expectations. Some of them buy and some of them don't. Learn from some real-life customer service challenges and nightmares and how you can use some new (and some old) technologies to holistically respond to these differing expectations.

Presented by: Joseph Yoshitomi, Marketing Director, Geffen Playhouse, Los Angeles, CA

Tuesday, February 12, 2013

3:00 - 4:00 p.m.

Business Speak—Can We Talk?

Partnering with the business community no longer means just asking for money. Learn how to effectively talk to business leaders, marketing departments, human resource personnel and other decision makers within the business environment about how to develop mutually beneficial projects.

Thursday, February 21, 2013

3:00 - 4:00 p.m.

Strategies on How to Build and Fund Successful Volunteer Programs

Businesses often promote volunteerism as one of the key elements of employee engagement and arts organizations are looking for ways to increase involvement with skilled volunteers. Learn practical strategies on how to build and fund a successful volunteer program in your community.

Thursday, April 25, 2013

3:00 - 4:00 p.m.

To register for any of these webinars, click on the webinar's title above and follow these steps:

1. Click on the "Add To Cart" button at the bottom of the page.
2. On the next page, select the button "Americans for the Arts Members." In the box for "Email Address" type in **ABCNY13** (this is case-sensitive). Click "Check Out."
3. Enter your information in the required fields. Click "Submit Registration." You will receive an automatic e-mail with directions on how to log into the webinar on the day of the event. **SAVE THIS E-MAIL.** This e-mail will include the URL and a password that you should use on the day of the webinar.

Questions? Contact Karen Zornow Leiding, kzleiding@artsandbusiness-ny.org or (212) 279-5910 x1126.

These webinars are presented in partnership with Americans for the Arts and are supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.