MISNOMER'S AUDIENCE ENGAGEMENT PLATFORM (AEP): A TOUR FOR D/USA MEMBERS

Monday, March 14, 2011

Misnomer's Audience Engagement Platform (AEP): A Tour for D/USA Members

An online platform to help artists develop and manage their
audience engagement practices

Wednesday, March 30, 2011 1:00 - 2:30pm EST
Register Now

In its day-to-day interaction, the world is rapidly shifting away from paper and onto the computer screen. How can technology can be used to cultivate audiences for dance and connect them to our art? AEP gives artists the online structure to design, manage and cultivate their interaction with audiences. Going far beyond information management, AEP guides artists in how to design and host a range of engagement events(both online and in person) all of which are tailored for their own audiences and fans. In this guided tour, learn about the structure of AEP, including its engagement templates; tips for hosting events; and guides for developing your own engagement strategy. Paloma Patterson, of Malashock Dance, and Melissa Riker, of Kinesis Project, will discuss their experience of using AEP and how it has affected their thinking about audience engagement practices. Learn about new ideas for audience engagementand consider how AEP might apply to your needs (even if you work independently or within a small company).

Speakers
AEP Team
Rob Capili, AEP Marketing Manager, is an expert in the integration of product development and internet marketing, and has a background in dance.

Chris Elam, Artistic Director & CEO of Misnomer Dance Theater and Founder of AEP. Elam's choreography has toured the US and abroad, and the company has collaborated on projects with Bjork, the Sundance Channel, and Apple Computers. Elam initiated the development of AEP and speaks on the subject at arts, business and technology conferences, including Fortune Magazine, the Carnegie Mellon's' Technology in the Arts conference, and TEDx.

Bill Seitz, AEP Product Manager, has been the CTO at 4 Internet start-ups (all still alive!) over the past 15 years, focusing on planning and delivering value with lean resources. He holds an MBA in Finance and Marketing, a BS in Industrial Engineering, and is a musician.

Jeremy Williams, AEP's Community Manager, works in the dance and theater fields as an artist, educator and manager of professional development. He founded Convergences Theatre Collective (NYC) and holds advance degrees in the arts.

Dance Artists
Paloma Patterson is ED of Malashock Dance, where she has worked since 2005. A former modern dancer, she has worked in the nonprofit performing arts field for ten years and holds advance degrees in the arts and community collaboration.

Melissa Riker is a modern dancer, aerialist, choreographer and the director of the Kinesis Project. Having been in New York City since 1996, Riker performed in numerous companies, has created dances for film, theatre, operas and circus, and also creates texts. She founded the Movement Salon on 3rd Avenue and 17th St in NYC and Manhattan Theatre Source in the West Village of NYC, both of which are now over 10 years old.

Did you know you can access previous webinar slides and video on the Engaging Dance Audiences Learning Community? Membership of the EDA Groupsite is OPEN TO ALL. Become a member today and join the community.

These webinars are a member benefit and are part of Engaging Dance Audiences (EDA). EDA is funded with support from the Doris Duke Charitable Foundation and the James Irvine Foundation.