

ENGAGING DANCE AUDIENCES (EDA) LEARNING EXCHANGE IN NEW YORK

Sunday, April 8, 2012

Engaging Dance Audiences (EDA) Learning Exchange in New York

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Dance/USA has received funding from the Doris Duke Charitable Foundation (DDCF) for [Round Two](#) of [Engaging Dance Audiences \(EDA\)](#), which will support Dance/USA members in adapting the ideas and models generated from Round One to their own organizations and communities. In the spring and summer of 2012, Dance/USA will host two Learning Exchanges, or in-person events that allow peers to share ideas and information about audience engagement, and learn about the [Round One](#) projects. The first Exchange will take place in New York on May 13 and the second will take place on June 27 in San Francisco in conjunction with Dance/USA's 2012 Annual Conference. These events build on the information sharing that has already taken place through our website and at national and regional convenings.

Both Learning Exchanges are open to all, and are suitable for artists, managers, marketing staff, agents, and educators. At these interactive events, attendees will:

- Learn more about a range of audience engagement methods, including pre- and post-performance events and methods that are suitable for use in - print, online, and in person.
- Get to know their peers with similar interests in audience engagement.
- Meet and hear from [Round One EDA grantees](#), who will share the [results of their projects](#) in greater detail, guide attendees in adapting engagement methods for their audiences, and provide tools to assist attendees in getting started with their own projects.
- If desired, begin to shape ideas for an application for funding from Round Two of EDA.

Attendance will be limited, so register early to reserve a spot. A modest nonrefundable registration fee of \$25 will cover meals (with options for dietary restrictions) and materials. Other costs are covered through the generosity of Doris Duke Charitable Foundation.

Travel subsidies are available to Dance/USA members. Limited subsidies for Dance/USA members are available to help cover transportation and lodging to one of the Exchanges. The deadline for the application for subsidy for the New York Exchange is Friday, April 20, at 5:30 PM Eastern time, and all travel must be booked within the following week. To be eligible for a subsidy [consider joining Dance/USA](#).

Additional information about these exchanges, including the agendas, will be posted in the coming months. Suzanne Callahan of Callahan Consulting for the Arts and Kellee Edusei of Dance/USA will facilitate the Learning Exchanges, in conjunction with the Round One Grantees and other speakers. For more information or inquiries, contact Suzanne Callahan at eda@ForTheArts.org.

EDA Learning Exchange in New York

Sunday, May 13, 2012

[Gibney Dance Center](#)

890 Broadway, fifth floor

10:00 AM – 5:00 PM

[Register Now](#) (fee involved). Registration is on a first come, first served basis and there will be a cap on the number who can register. Registering in advance is highly recommended.

Accommodations A block of rooms has been reserved for Dance/USA at the [Club Quarters Midtown](#), 40 West 45th Street, (Between Fifth and Sixth Avenues), New York, NY 10036, Phone: (212) 354-6400. Rooms are available for a rate of \$219, for Saturday and/or Sunday nights, until April 14. You must call the Club Quarters hotel to make your reservation by April 14. Call 203-905-2100, identify yourself with Dance/USA and use the group code DAN512.

[Travel subsidies are available.](#) (Deadline April 20, 2012) If you are a Dance/USA member and live more than 50 miles from the Gibney Dance Center, find out how to apply for support to offset your travel costs.

Getting there. The Gibney Dance Center is near to several subway lines that run near the hotel (6, N, R) or it is a short bus ride (M1) or cab down Fifth Avenue, from the hotel. Additional trains that are near to the space are the 4, 5, and Q. Both the express and local run to Union Square. Parking is available at Flatiron 20 Parking, 21-25 West 20th Street, between 6th Ave. and 5th Ave.

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