

## The Consumer Experience in the Arts and Culture

8:15 AM	<i>Registration</i>
8:40 AM	<p><b>Welcome</b> by André Courchesne and Stephen Blank</p> <ul style="list-style-type: none"> <li>• <b>André Courchesne</b>, Director, Business Development, Carmelle and Rémi Marcoux Chair in Arts Management, HEC Montréal</li> <li>• <b>Stephen Blank</b>, Senior Fellow, University of Ottawa</li> </ul> <p><b>Opening Remarks</b> by Michel Patry, François Colbert and Paul Lavoie</p> <ul style="list-style-type: none"> <li>• <b>Michel Patry</b>, Director, HEC Montréal</li> <li>• <b>François Colbert</b>, Chairholder, Carmelle and Rémi Marcoux Chair in Arts Management, HEC Montréal</li> <li>• <b>Paul Lavoie</b>, Chairman &amp; CEO, TAXI</li> </ul>
9:00 AM	<p><b>Keynote Address</b> by Scott Zeiger</p> <ul style="list-style-type: none"> <li>• <b>Scott Zeiger</b>, Co-founding partner of BASE Entertainment, President and Managing Director, Cirque du Soleil Theatrical Division</li> </ul>
9:30 AM	<p><b>Performing Arts in USA: What the Data Tell Us about Consumer Behavior</b></p> <ul style="list-style-type: none"> <li>• <b>Zannie Voss</b>, Professor, Southern Methodist University, Dallas</li> </ul>
10:00 AM	<i>Coffee Break</i>
10:15 AM	<p><b>Panel 1: How to Enhance the Consumer Experience in the Arts and Culture?</b></p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Philippe Ravanas</b>, Professor and Emeritus Chairman of the Business &amp; Entrepreneurship Department, Columbia College, Chicago</li> </ul> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>• <b>Alain Dancyger</b>, Executive Director, Les Grands Ballets Canadiens de Montréal</li> <li>• <b>John Lanasa</b>, Vice President of Marketing &amp; Communications, Brooklyn Academy of Music, New York</li> <li>• <b>Steven Roth</b>, President, JCA Arts Marketing, New York</li> </ul>
11:45 AM	<i>Lunch</i>
1:15 PM	<p><b>Panel 2: What Can We Learn from Foreign Experience?</b></p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Alex Turrini</b>, Associate Professor, Università Bocconi, Milan</li> </ul> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>• <b>Yi Lin</b>, Executive Director, NCRICA, School of Arts, Peking University</li> <li>• <b>Anamarta de Pizarro</b>, Director, Iberoamerican Theater Festival of Bogota</li> <li>• <b>Gorgun Taner</b>, General Director, Istanbul Foundation for Culture and Arts (IKSV)</li> </ul>
2:45 PM	<i>Coffee Break</i>
3:00 PM	<p><b>Panel 3: How Can Technology Enrich the Consumer Experience?</b></p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Johanne Brunet</b>, Professor, HEC Montréal</li> </ul> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>• <b>Normand-Pierre Bilodeau</b>, Executive Producer, Scéno Plus Production, Montréal</li> <li>• <b>Sara Devine</b>, Manager of Interpretive Materials, Brooklyn Museum, New York</li> <li>• <b>Kathryn Jones</b>, Chief Executive Officer, VirtualArts.TV, New York</li> <li>• <b>Vincent Leclerc</b>, Chief Technology Officer, PixMob, Montréal</li> </ul>
4:30 PM	<b>Summing Up</b> by François Colbert
4:50 PM	<b>Closing Remarks</b> by Stephen Blank and Paul Lavoie
5:00 PM	<i>End of Conference and Departure for the Cocktail</i>
5:15 PM	<b>Cocktail</b> in partnership with the <b>Québec Government Office in New York</b> (One Rockefeller Plaza, 26th Floor New York, NY 10020-2102)