

FRIDAY, MARCH 26

8:00am

Registration Desk Opens
Crystal Ballroom Foyer, Level 3

9:00am – 2:00pm

Dancing As Fast As We Can*Human resource planning and accountability in Arts and Culture***Waterford Room 1, Level 3**

In 2004, the recommendations of the *Face of the Future* report will be implemented. Are you ready for the future? Recommendations include defining and promoting a healthy human resource culture—one in which funders and stakeholders should insist upon financial and human resource practices and accountability. This not only for paid staff, but unpaid staff and volunteers as well.

What will be the impact of this recommendation on arts and culture organizations? How can we prepare for what may be required, given the many challenges the sector already faces?

Judi Piggott is the Director of Training & Human Resource Development with The Alliance for Arts and Culture, based in Vancouver.

Judy is a participant in *Strategy 21*, the national conference of the Cultural Human Resources Council, where the recommendations of the *Face of the Future* report will be crafted into a Pan-Canadian Human Resources Strategy. Judi was a member of the Steering Committee for the Cultural sector study that led to this report, and is also involved in the *Developing Human Resources in the Voluntary Sector* (HRVS) project.

10:00am – 1:00pm

Ready, Aim, Fire:
Keys to Unlocking Your Marketing Success*Understanding the true nature of creativity and how it works can help you and your organization.***Waterford Room 2, Level 3**

This workshop will examine a three-part equation for marketing the arts—a triad called *Ready, Aim, Fire*. We will look at different marketing styles, their strengths and weaknesses and show you how to emerge from marketing and creative flatlands. Finally, we will apply this process to your marketing programs and develop action plans for greater success.

Diane Lund—Community-based, socially conscious and passionately creative describes both Diane Lund and her agency—Creative Wonders Communications. With over 20 years of experience in the advertising business, Diane delights in taking clients from “where they are to where they want to be.” She has written and produced award-winning integrated ad campaigns for Safeway, Whitespot, and RE/MAX, and television programs which have aired across the United States and Canada. Among her long list of clients—BC Women’s Hospital, Pharmasave, TransLink, Public Dreams, and The Arts and Culture Commission of North Vancouver.

10:00am – 1:00pm

Back to Basics: Fundraising in Good Times and Bad... with Sandra Thomson**Lalique Room, Level 2**

Designed for volunteers with small to mid-size community presenting organizations. Also of interest to emerging arts organizations or one person shops where fundraising is just one of the many things you do! This three-hour session will focus on very practical methods that work for those with little or no fundraising experience. Topics covered will include grant writing, sponsorships, advertising sales, memberships, donations, gifts in-kind and partnership survival techniques!

Sandra Thomson is the General Manager of the Port Theatre Society in Nanaimo, BC. She has worked in the performing arts industry for over 25 years specializing in marketing, public relations, volunteer management and fundraising. In 2001 Sandra was awarded The Advocate For the Arts Award by the CIBC Nanaimo Centre For The Arts. Sandra was elected to the board of the Canadian Association of Arts Presents (CAPACOA) in the fall of 2002 and was appointed Treasurer/Chair of the Development Committee in the fall of 2003.

10:00am – 1:00pm

Have it Your Way – Effective Media Relations
Baccarat Room, Level 2

Have it Your Way – Effective Media Relations is a three-hour energetic and interactive workshop that teaches the principles and tactics of accurately getting your message out through the media. Firstly, a platform of knowledge is developed as Martin elaborates upon the delicate relationship between advertising, public relations, media relations and the media release. With these tools in hand, you will create your own public relations event, guaranteed to get that all important media attention. Next, Martin dissects a classic media release, explaining the purpose and value of each part. You will then write a media release promoting your event. Finally, you’ll learn insider tips and techniques on sending the release and media follow up. Other subjects covered include using fact sheets, photos, photo captions, and attention-grabbers.

Martin Truax is owner of Synapse Media Relations. His company specializes in media training and strategic consultation. Upon graduation from BCIT, Martin immediately put to use his broadcast television knowledge and unbridled enthusiasm to establish in Vancouver the first cable TV Community Channel in Western Canada. He remained in the Vancouver cable TV industry for the next 27 years. Martin is Chair of the BCIT Broadcast and Media Communications – TV Option, Industry Advisory Board.

2:00pm – 5:00pm

**Programming Successful Events,
Seasons and Series****Crystal Ballroom 1, Level 3**

Maybe you run a state of the art theatre, a small community venue or an outdoor site. Maybe you're a director of a community arts council; a programming committee of a concert society or you're a local performing arts promoter. Whatever the title or job description your job is to provide artistic direction and programming. Whether it's your first time out or you've been doing it for years, a time comes when you're just not sure what you want to do or what will work. You're not alone.

Join a distinguished panel that will talk about their greatest challenges and most surprising successes. In this three-hour session they will share their experiences, give practical advice and inspire us to keep doing it! Plenty of time for interaction and questions and answers.

5:30pm – 6:45pm

**Opening Reception & Welcome
Crystal Ballroom Foyer, Level 3**

Sponsored by Caline Artist Management



CALINE
ARTISTS MANAGEMENT

6:45pm – 7:00pm

**Board buses to Michael J Fox Theatre
Hotel Lobby Entrance**

7:15pm – 10:50pm

Mainstage Showcase 1 & Sales Spotlights

Michael J Fox Theatre

Vancouver Chinese Music Ensemble	Susanne Yi-Jia Hou
Philippe Magnan	The McDades
Maria Dunn	Lorne Elliott
TJ Dawe	Slainte Mhath
David Essig	

10:50pm

Buses return to Hotel**Hospitality Suite Open – Diamond Penthouse (Room 1804)**

the
Rosette
guitar duo



original music for two guitars

Balancing intricate counterpoints and sophisticated harmonies, the Rosette Guitar Duo create an air of calm with their soothing melodies. Their sound is an eclectic merging of classical, world, jazz and popular song that is fresh in its approach and intent. This elegant duo understands that both music and life are fine arts and strive to treat both with care and attention.

make sure to catch our **showcase performance**
Saturday March 27th at 10:10 p.m.
at the **Shadbolt Centre -**

6450 Deer Lake Avenue, Deer Lake Park Burnaby, BC

visit us in the contact room
or reach us at
bookings@rosetteguitar.com
780.886.6160 or 780.905.4361

SATURDAY, MARCH 27

8:00am

Registration Desk Opens

Crystal Ballroom Foyer, Level 3 (Coffee Service)

8:30am – 9:45am

Orientations For First-Timers with Long-Timers

Crystal Ballroom 2 & 3 – Contact Room, Level 3

Experienced and new delegates team up for an informal discussion and sharing of information about how to make the most of your time at Pacific Contact.

8:45am – 9:45am

Information Session – Canadian Heritage

Baccarat Room, Level 2

8:45am – 9:45am

Information Session – Canada Council For The Arts

Lalique Room, Level 2

10:00am – 11:00am

BC Touring Council Annual General Meeting

Waterford Room, Level 3

Report of Directors, Financial Report, Election of Officers

11:15am – 12:15pm

Getting To Know You Brunch

Meet up with old friends. Make new ones!

12:00pm – 12:15pm

Board Buses to Michael J Fox Theatre

Hotel Lobby Entrance

12:00pm – 2:30pm

Exhibitor (Contact Room/Tradeshow) Setup

Crystal Ballroom 2 & 3, Level 3

12:30pm – 2:55pm

Mainstage Showcase 2 & Sales Spotlights

Michael J Fox Theatre

Jasper Wood

Faustwork MaskTheatre

Bruce Vogt

Daniel Bolshoy

The Holy Body Tattoo

Cantabile

1:30pm – 2:30pm

Information Session – Music BC – Pacific Music Industry Association

Chandon Room, Level 2

2:55pm

Buses return to Hotel

3:00pm – 5:30pm

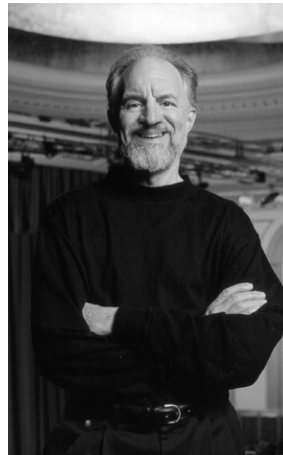
Contact Room (trade show) Open

Crystal Ballroom 2 & 3, Level 3

5:45pm – 7:00pm

Dinner and Keynote Address – Bill Millerd

Sponsored by



Bill Millerd

Artistic Managing Director, Arts Club Theatre Company

Since 1972, Bill Millerd has been the Artistic Managing Director of Vancouver's Arts Club Theatre Company. During his time with the company, he has expanded its operations to include year-round programming on two stages, as well as regional and national tours. During his tenure, over 330 plays have been produced, one hundred of which Bill him-

self has directed. Under his leadership, the theatre has staged over 115 Canadian works, including more than 65 premieres of new Canadian plays.

In 2003-2004, the Arts Club Theatre Company celebrates its 40th season of professional theatre activity, while Bill Millerd celebrates his 31st season at the helm of the Arts Club.

Bill Millerd is a Governor of the National Theatre School of Canada and has received the UBC Alumni of Distinction Award. He recently received a Jessie Richardson Theatre Award for Career Achievement and is a member of the Order of Canada.

7:00pm – 7:15pm

Board Buses To Shadbolt Centre For The Arts

Hotel Lobby Entrance

7:30pm – 11:05pm

Independent Showcase 1

Studio Theatre, Shadbolt Centre For The Arts

Showcase Artists: Jeremy Walsh, T Baxter – *ThoughtControl*, Pianovox, Slava, Circus Rhythm, Linda McRae and Cheerful Lonesome, Cadence, Rosette Guitar Duo, Charles Ross, Polyjesters

11:05pm

Buses Return to Hotel

Hospitality Suite Open – Diamond Penthouse (Room 1804)

SUNDAY, MARCH 28

8:00am

Registration Desk Open

Crystal Ballroom Foyer, Level 3 (Coffee Service)

8:30am – 10:15am

Ins & Outs, Ups & Downs and Give & Take of Touring

Crystal Ballroom 1, Level 3

In this moderated roundtable session delegates and invited guests (artists, agents, managers, presenters, funders) are invited to participate in a frank discussion about the state of touring in BC and Canada. Topics include showcase and contact events, coordination of block booking, cancelled tours, drop off or gain in audiences, risk in presenting, codes of conduct and best practices. Complimentary continental buffet will be served.

10:30am – 11:45am

Both Sides Now: Talking with American Agents and Presenters

Waterford Room, Level 3

Rachel Cohen, director of Cadence Arts Network, Nina Black, Manager of Golden Bough and presenters from Concerts On The Cove, Washington State share insights on the US Arts market, Community Presenting, US Contact Events, how to work effectively with American artists and Block Booking across borders.

Sponsored by Industry Canada – Trade Routes Program



10:30am – 11:45am

Mentoring & Succession – A Viable Alternative To Flying By The Seat Of Your Pants

Lalique Room, Level 2

This panel discussion will look at how mentoring is a positive and empowering way to learn professional skills and build respectful working relationships. Though succession does not necessarily follow mentoring, in the eventuality that everyone moves on someday, the panel will discuss its implications.

10:30am – 11:45am

Clinics at Pacific Contact

Chandon Room, Level 2

This year Pacific Contact tries something new—short half-hour information sessions on a couple of topics. Check the bulletin board at the registration desk on Level 3

10:45am – 11:45am

The Community Presenters Assistance Program

Baccarat Room, Level 2

The objective of this program is to assist BC non-profit arts organizations outside of metropolitan Vancouver and Victoria who present professional Canadian performing arts. This information session will cover guidelines and eligibility criteria, discuss the

amount of awards, application form, adjudication process, timelines and deadlines.

Presented by Sheryl McGraw, Program Co-ordinator, CPAP and Jeremy Long, Associate Director, BC Arts Council

12:00pm – 1:00pm

Lunch

Crystal Ballroom 1, Level 3

1:00pm – 1:15pm

Board Buses to Michael J Fox Theatre

Hotel Lobby Entrance

1:30pm – 3:50pm

Mainstage Showcase 3 & Sales Spotlights

Michael J Fox Theatre

H'SAO

**Yegor Dyachkov
Galitcha**

Cheng Hui Kuo

**The Canadian Tenors
Red Thunder Dancers**

3:50pm

Buses return to Hotel

4:00pm – 6:00pm

Contact Room (trade show) Open

Crystal Ballroom 2 & 3, Level 3

6:00pm – 7:00pm

Awards Dinner

Crystal Ballroom 1, level 3

Sponsored by:

Clarke Foundation Theatre

Centennial Theatre

Vancouver Civic Theatres

Shadbolt Centre for the Arts

7:00pm – 7:15pm

Board Buses to Michael J Fox Theatre

Hotel Lobby Entrance

7:30pm – 10:45pm

Mainstage Showcase 4 & Sales Spotlights

Michael J Fox Theatre

Arts Club Theatre

Joël Fafard

Sandy Scofield

Trent Arterberry

Perla Batalla

Joe Ink

Susie Arioli Trio

Reggae Cowboys

10:45pm

Buses return to Hotel

Hospitality Suite Open – Diamond Penthouse (Room 1804)

MONDAY, MARCH 29

8:00am

Registration Desk Open

Crystal Ballroom Foyer, Level 3 (Coffee Service)

9:30am – 11:30am

Discipline Roundtable Discussions

Dance – Chandon Room, Level 2

Theatre – Lalique Room, Level 2

Classical Music – Waterford Room 1, Level 3

Contemporary Music – Waterford Room 2, Level 3

10:00am – 12:00pm

Facility Managers Meeting

Baccarat Room, Level 2

12:00pm – 1:00pm

Lunch

Crystal Ballroom 1, Level 3

1:00pm – 1:15pm

Board buses to Michael J Fox Theatre

1:30pm – 3:55pm

Mainstage Showcase 5 & Sales Spotlights

Michael J Fox Theatre

Bernard Primeau Montréal Jazz Ensemble

Theatre L'Aubergine

Uzume Taiko

The Wailin' Jennys

Slowdrag

Mud Bay Jugglers

3:55pm

Buses return to Hotel

4:00pm – 6:00pm

Contact Room (tradeshow) Open

Crystal Ballroom 2 & 3, Level 3

6:00pm – 6:30pm

Strike Contact Room

Crystal Ballroom 2 & 3, Level 3

6:00pm – 6:15pm

Board Buses to Shadbolt Centre For The Arts

Hotel Lobby Entrance

6:30pm – 7:45pm

Closing Reception

Shadbolt Centre For The Arts

8:00pm – 10:55pm

Independent Showcases

Studio Theatre, Shadbolt Centre For The Arts

Showcase Artists: SWARM, Chris Gibbs, Grupo América, Foothills Brass, Daniel Packard, DuffeBag Theatre, Cleia, Drama Queen Enterprises, The Wheat In The Barley

10:55pm

Buses return to Hotel

Hospitality Suite Open – Diamond Penthouse (Room 1804)

TUESDAY, MARCH 30

8:30am

Registration Desk Open

Crystal Foyer, Level 3

8:30am – 9:30am

Coffee, muffins and Final Goodbyes

Crystal Ballroom Foyer, Level 3

9:30am – 11:00am

Presenters Block Booking Meeting

Waterford Room, Level 3

Sponsored by:



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