



**Mansfield, Texas
May 1-2, 2018**

TUESDAY, MAY 1, 2018

Chris W. Burkett Service Center
620 S. Wisteria St. Mansfield

2:30pm – 3:00pm

Registration (Chris W. Burkett Service Center)

3:00pm – 3:15pm

Welcome and Overview

Speakers: Theresa Cohagen, Director, Mansfield Convention and Visitors Bureau; and Bob Phillips, President and CEO of Improving Your Success

3:15pm – 4:45pm

Please, Somebody Help Me!

Attendees will break into groups and discuss issues and problems they are facing in their individual communities. The group will continue to work on assisting each member in overcoming their specific problems and challenges.

Facilitator: Bob Phillips, President and CEO, Improving Your Success

5:00pm

Depart for Mansfield Center for the Performing Arts
1110 W. Debbie Lane
Mansfield, Texas
(Attendees will travel in their own vehicles)

5:15pm-6:45pm

Artist Showcase and Reception

(Mansfield Center for the Performing Arts)

Attendees will have the opportunity to enjoy an artist showcase and reception while visiting with guest artists and local stakeholders. A tour will be given of the beautiful and technologically advanced Mansfield Center for the Performing Arts by Chris Bryant, Coordinator of the Center.

6:45pm

Depart for dinner on own

WEDNESDAY, MAY 2, 2018

Farr Best Theater
109 N Main St.
Mansfield

8:00am – 8:30am

Breakfast at Farr Best Theater

109 N Main St., Mansfield

(Attendees will travel in their own vehicles)

Learn about this historical theater and how it was brought back to life

Speaker: Rosie Gilbert, Cultural Arts Supervisor, Mansfield Convention and Visitors Bureau

8:20am -- 9:30am

Influence Without Authority

Many times, Cultural Arts executives and staff need to influence people in their community, even though they have no direct authority over them. This presentation will describe and discuss how the Cultural Arts Executive can influence without needing authority.

Speaker: Bob Phillips, President and CEO, Improving Your Success

9:30am – 9:40am

Communications Break

9:40am – 10:10am

How Do I Influence Others Without Using Authority?

In a role-playing opportunity, two class members will be selected in advance to make a presentation to a panel of one person using “influence without authority” to achieve their goal of getting what they need.

Facilitator: Bob Phillips, President and CEO, Improving Your Success

10:20am -- 10:50am

Tour of the Mansfield Historical Museum and Heritage Center

This museum is located in the beautifully restored W. B. McKnight Building and features displays and artifacts from the early settlers in Mansfield.

Speaker: Vern Raven, Museum Specialist

10:55 am -- 11:15pm

Tour of The LOT Downtown

The LOT Downtown is a place for people to come together to enjoy life through the arts.

Speaker: TBD

11:15pm -- 12:15pm

Lunchtime in Historic Downtown Mansfield

12:15pm

Depart for Chris W. Burkett Service Center
620 S. Wisteria St. Mansfield
(Attendees will travel in their own vehicles)

Chris W. Burkett Service Center

12:30 pm -- 2:00pm

Choose Your Topic

Attendees will have the opportunity to learn and discuss 3 topics of their choice. Each topic conversation will be led by an expert on that topic.

1. We have an Art Commission, now what?
2. Leveraging Special Events in your Community
3. Funding and resources for arts organizations
4. Film Friendly Communities
5. Downtown and Cultural Arts
6. Show and Tell—A discussion about what really works in cultural communities
7. Advocating for the arts: using your voice to impact decision-makers

2:00pm -- 3:00 pm

How to Leverage your promotional dollars with your CVB

Your local Convention and Visitors Bureau contains a wealth of resources that will help you tap into the \$69 Billion Texas Travel Market

Speaker: Kim Phillips, Executive Director, Denton Convention and Visitors Bureau

3:00pm

Participants Depart for home. Drive Safely!