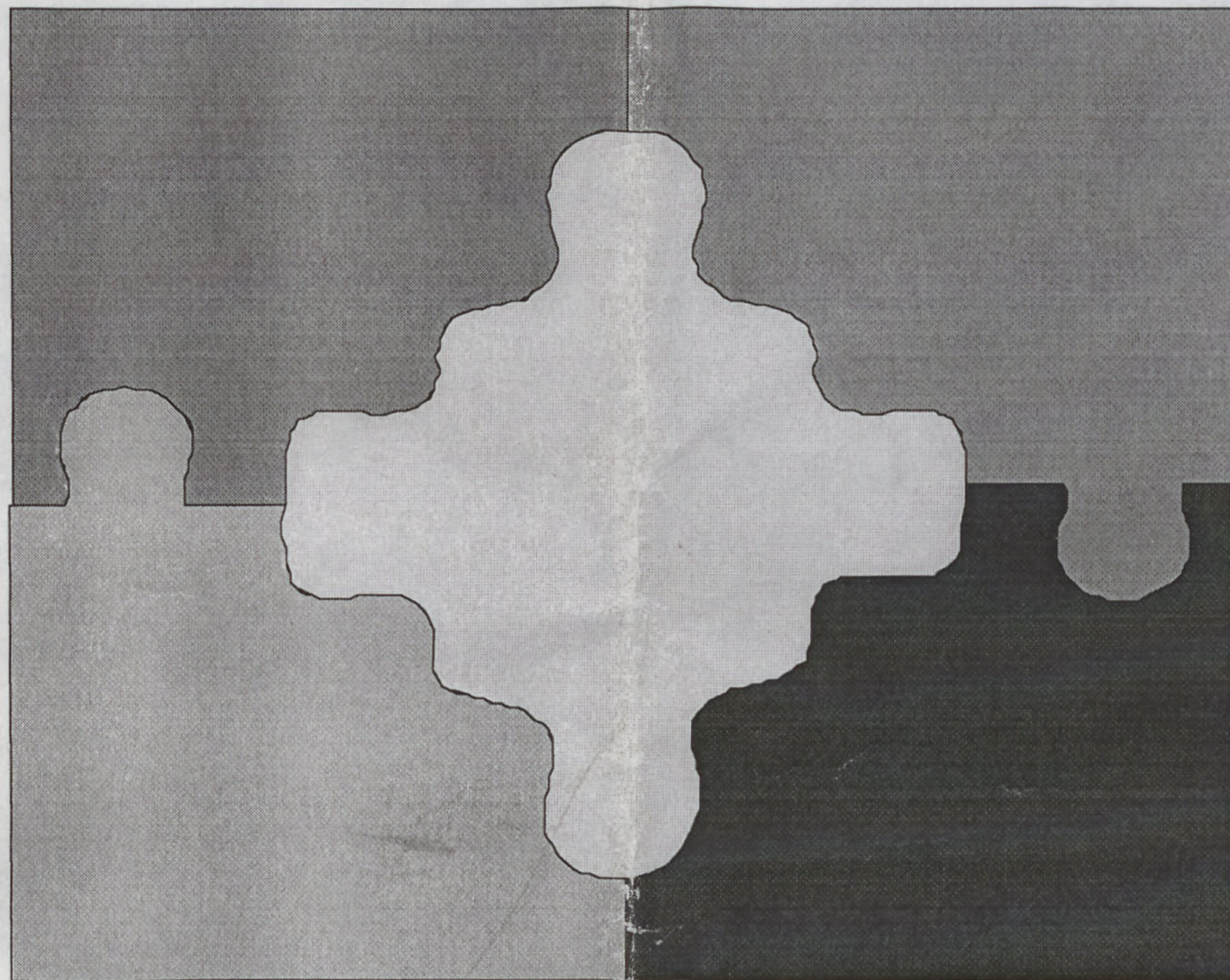


North Carolina Outdoor Drama Summit
"Declining Attendance: Causes & Solutions"

September 26-27, 1999
Chapel Hill, NC



sponsored by

The Institute of Outdoor Drama

a public service agency of

The University of North Carolina at Chapel Hill

Sunday, September 26

1:00-2:00pm Welcome

Scott J. Parker, Director, Institute of Outdoor Drama
University of North Carolina-Chapel Hill, Chapel Hill, NC

Introductions and Season Reports
Theatre Representatives

2:00-2:15pm Break

2:15-3:45pm "Contexts & Challenges"

Where do outdoor dramas fit into the leisure travel industry and
identifying causes for the decline in attendance.

Larry Gustke, Professor of Tourism Marketing and Development,
Department of Parks, Recreation and Tourism Management
North Carolina State University, Raleigh, NC

3:45-4:00pm Break

4:00-5:00pm "The Outdoor Drama Product: What the Public Wants"

How outdoor drama needs to change to reflect the tastes of the
American public.

David Weiss, Professor Emeritus, Department of Drama
University of Virginia, Charlottesville, VA

5:00-6:45pm Dinner on Your Own

6:45-8:00pm "Raising Money to Fund Changes That Will Increase Attendance"

Where the money is, how to and who should go after it.

Scott J. Parker, Director, Institute of Outdoor Drama
University of North Carolina-Chapel Hill, Chapel Hill, NC

8:00-8:15pm Break

8:15-9:30pm "Trends in the Leisure Travel Industry"

Defining the current market and how NC's outdoor
dramas can fit into it.

Mikie Wall, Director of Marketing
NC Division of Tourism, Film and Sports Development,
Raleigh, NC

9:30pm Adjourn for the Day

Monday, September 27

8:30-9:45am "Strategies for Building Attendance"

Identifying specific tasks each theatre, the IOD and other state agencies should commit to in order to improve attendance.

Moderator: Larry Gustke

Participants: Theatre Representatives

9:45-10:00am Break

10:00-11:30am "Creating a Synthesis"

Establishing objectives and action steps for a three-year, dynamic, and effective campaign to increase attendance.

Moderator: Larry Gustke

Participants: Theatre Representatives

11:30am Adjourn