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Date: September 12, 2024

To: League Members

From: Rachel Reiner, Director of Audience Engagement, The Broadway League

Education and Engagement Forum Planning Taskforce:

Allison Bret, Jennifer DiBella, Arlethia Hailstock, Laura Kendall, Ari Koehnen Sweeney,
Kathleen Lawler Husted, Jairo Ontiveros, and Holly Valentine

cc: Jason Laks, Erin Coffey

Re: 2024 Education and Engagement Forum

We are pleased to invite you to The Broadway League's 2024 Education and Engagement Forum in New York City, scheduled for Thursday, November 14th from 9:00AM to 5:00PM and Friday, November 15th from 9:00AM to 4:30PM. There will also be a Jimmy Awards Regional Awards Program Information Sharing Session from 4:30PM to 6:00PM on Friday following the Forum. Sessions will be held at the Todd Haimes Theatre (227 West 42nd Street, between Seventh and Eighth Avenues) on Thursday and at Proskauer (11 Times Square, at Eighth Avenue and 41st Street) on Friday.

This Forum has proven to be a successful tool for providing the opportunity, time, and space for education professionals and those who work with Broadway and Touring Broadway productions to share their strategies, successes, and challenges with colleagues from other organizations.

Topics will include:

- Creating and Crafting Surveys for Program Assessment
- Using Qualitative Data to Tell a Story
- Data-Informed Development of New Programming
- How Can We Better Diversify Our Field?
- Touring Shows & Educational Programming
- Culturally Responsive & Healing-Centered Practices
- Open Forum for Hot Topics
- Program Spotlights
- Affinity Group Conversations

Forum participants must be either League members or employees of League members. **There is a \$100 registration fee for each attendee.** Registration fees and forms (see below) are due by Friday, October 4th.

There are two steps to register for this year's Forum. To register:

1. [Click here to pay the \\$100 registration fee.](#)

Select "Education and Engagement Forum 2024," enter the attendee's information into the form, and click "Add to Shopping Cart" to complete payment.

To register more than one attendee in the same transaction, follow the steps above, then click "Go back to the storefront" below the Shopping Cart Total. Select "Education and Engagement Forum 2024" again, enter the next attendee's information into the form, and click "Add additional registrant to cart."

2. [Click here to complete the online registration form](#) after your registration fee has been paid and you have received an order confirmation email. One form should be submitted for each attendee.

More details and the finalized agenda will be included with your confirmation letter. **The Forum will also include attendance at a Broadway show on Thursday evening for Road Education Staff only.**

For hotel options and rates, please click [here](#).

Please do not hesitate to contact Erin at ecoffey@broadway.org or 212-703-0206 with any questions.