

patron[®] TECHNOLOGY

is proud to be a sponsor of the National Performing Arts Convention

Come and see us at:



General NPAC Session

Cutting the Confusion: The Web Marketing Trends & Techniques That Really Matter

With Eugene Carr, President, Patron Technology

Thursday, June 12 2:45-4:00pm

E-mail marketing, "Web 2.0," blogs, texting, podcasts, online video – how can an overwhelmed arts executive sift through all of today's new technology to find what is really working? At this session, we'll help you cut through confusion and direct you to the most important things you should be focusing on to optimize your online marketing—no matter the size of your budget.

OPERA America Session

Are you an E-blast or E-mail Marketer? Proven Techniques & Top Tips for Opera E-Marketing Success

With Eugene Carr, President, Patron Technology

Friday, June 13 4:45-6pm

Experienced e-mail marketers know that even very slight changes in e-mail design or strategy can make a large impact in results. This session will focus on the top ways to improve your e-mail results, include some examples of successful arts e-mail campaigns, and will be filled with specific and actionable techniques you can use right away.



patronMAIL

is an e-mail marketing system used by over 1,400 arts & non-profit organizations in the U.S. and abroad.

PatronMail enables you to **create** professional e-mail campaigns, **send** them to your targeted lists, and **track** your results.

And, since we're **experts** in non-profit e-marketing, we help you continually learn how to get better results.

Our cost-effective pricing plans start at just \$25 a month.

Watch a three minute preview at
www.patrontechnology.com
info@patrontechnology.com
212-271-4328

Stop by our booth located at 231 Main Street. We look forward to meeting you!