



How to Run a Theatre: Creating, Leading and Managing Professional Theatre

Jim Volz

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"All of us in the arts field are hungry to improve our skills in arts management. The grim tenor of the times makes this witty and fun guide even more valuable to us all!" Ben Cameron, Former Executive Director, Theater Communications Group

"Dr. Jim Volz knows how to organize, how to manage, how to motivate, how to assign priorities. In short, he knows how to get the job done." Abe J. Bassett, Former Dean, Indiana University/Purdue University

Jim Volz is one of Americas leading theatre consultants with over three decades of work with theatre, dance, music, museum and arts center management. Now, Jim Volz brings his expertise to anyone who works in arts management, from novices to middle managers to executive directors. *How to Run a Theater* is a unique, dynamic, and savvy guide to building an arts institution that works. Drawing on more than 30 years of experience, here is practical advice on a variety of management skills: Financial Management; Personnel Management; Fundraising Development; Board of Trustees Communications; and Marketing & Audience Development.

This new edition is thoroughly updated and revised and now includes a Board of Trustee Contract, new budget exercise with ticket income formulae and the use of social networking for marketing and fundraising.



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