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Utah Center for Arts Administration (UCAA) set for Inaugural Event

(Cedar City, Utah) The Utah Center for Arts Administration welcomes speaker Steven Roth, President of The Pricing Institute, who will present a special workshop on pricing strategies and tactics for the performing arts entitled *Is The Price Right?* The UCAA is extending an open invitation to all Iron and Washington County arts organizations on February 6, 2009 from 9 a.m. to 11 a.m. in the Yankee Meadows room of the Hunter Conference Center on the SUU campus. This event is being offered for free as a preview of the services and presentations that the UCAA will be providing for arts organizations in Utah.

The interactive presentation will use case studies from multiple arts disciplines to address issues such as: pricing strategy and concepts, distinguishing between price and value, discounting with a purpose, adopting revenue management techniques, scaling the house, and using an evidence-based approach to support pricing decisions

Steven Roth is an independent marketing consultant with more than 25 years of experience in creating, executing and measuring results-oriented marketing programs for both commercial and not-for-profit organizations. The Pricing Institute, a joint venture between consulting practitioners in the US and the UK, is devoted to helping arts organizations develop pricing strategies that maximize income and optimize occupancy.

The organization has helped to conduct over 100 pricing studies for companies world-wide.

If you would like to be a part of this exciting event or if you have any questions, please contact Matt Neves, Arts Administration Program and UCAA director, at Neves@suu.edu or 435-586-7873.

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The Utah Center for Arts Administration provides services and training for arts organizations and their managers. The UCAA will offer consulting services such as marketing plans, audience surveys and development audits at reduced prices for arts organizations. The Center will also offer seminars and workshops to help further the development of arts managers in Utah and the surrounding areas. Future plans include online courses and a certificate program for working arts administrators who are unable to attend a university full-time.

The organization was created by Bill Byrnes, Dean of the SUU College of Performing and Visual Arts, and the Arts Administration Program Director, Matt Neves. The UCAA will also offer SUU Arts Administration students an opportunity to use the skills and training which they are developing during their studies.