



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

Jim Volz

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Jim Volz is one of America's leading theatre consultants with more than three decades of work with theatre, dance, music, museum and arts center management. In this book 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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