



NowPlayingUtah.com Open House

- Q & A -

Utah Cultural Celebration Center

February 19, 2008

2 p.m. – 4 p.m.

Attending Member Organizations:

Salt Lake County Center for the Arts

Snowbird Renaissance Center

Zions Securities Corporation

Salt Lake Film Society

Hale Center Theatre

Union Station

Clark Planetarium

Zoo Arts & Parks

Spy Hop Productions

Foothill Cultural District

Ririe-Woodbury Dance Company

Salty Cricket Composers Collective

Ballet West

Plan-B Theatre Company

Utah Museum of Natural History

The Grand Theatre

Utah Humanities Council

Utah Shakespearean Festival

Salt Lake Scots Bagpipe Band

Oquirrh Hills Performing Arts Alliance

W&A Marketing

Fort Douglas Museum

Center for Documentary Arts

Salt Lake County Fair

Days of 47

Utah Pioneer Heritage Arts

Westminster College Theatre & Music Department

Utah Heritage Foundation

Jewish Community Center

Utah Arts Council

Utah Cultural Celebration Center

Brolly Arts

Utah's Hogle Zoo

Downtown Ogden

FamilySearch

John Becker Public Relations

Herriman City

Salt Lake City Arts Council

Salt Lake Symphonic Choir

Utah Symphony & Opera

Repertory Dance Theatre

Davis Arts Council

Another Language

Kingsbury Hall

Sandy City

The Living Planet Aquarium

Hawk Watch International

Tanner Dance

Zermatt Resort & Spa

NewSpace Entertainment

Downtown Alliance

Sundance Institute

This Is the Place Heritage Park

Clog America

Park City Jazz Foundation

Sandy Museum

Phoenix Big Band

West Valley City Historical Society

Question & Answer Session:

How big is the budget for the site's launch on April 17?

- We have a substantial, solid base at this time, but will continually seek more funding to be invested directly into the program.

Are educational lectures and events open to the public included in listings on NowPlayingUtah.com?

- Yes; lectures and workshops that are open to the public are listed in the Classifieds section of the site.

What if we are already using arttix.com to sell our tickets?

- Your listing will direct visitors to your ticketing outlet, so this will not interfere
- Down the road, additional ticketing opportunities will arise with NowPlayingUtah.com, but this will not create a conflict with the programs you are already using

Are there sponsorship opportunities for NowPlayingUtah.com?

- Absolutely, we will be in touch regarding these opportunities

Is NowPlayingUtah.com logo available for members to use?

- A style guide is being created, which will be sent to all members, along with logos

Will there be a place for patron reviews on NowPlayingUtah.com?

- Yes; you can submit a patron review within the details of any event on the site

Will NowPlayingUtah.com have a database of e-mails for e-letters, etc?

- Yes, we are collecting now and will be sending weekly e-mails with special offers, etc.

I understand that we can link to NowPlayingUtah.com from our site – will this be reciprocal?

- Each member's listing will have a link to their website
- Paid sponsors will receive full reciprocation on their banners, buttons, etc.

How will last-minute changes and updates be handled if Be Dynamic only updates every 2 weeks?

- Be Dynamic will forward urgent updates and additions on to Heidi Falk, Program Manager of NowPlayingUtah.com for manual submission. However, this does not include events that are not submitted in a timely manner.

Will we receive a confirmation when submitting information to Be Dynamic?

- Normal information will not receive a confirmation, but all change requests and last-minute information will receive a confirmation

How wide will the launch on April 17 reach?

- This will be a statewide reach upon launching

How do we determine what categories to list certain events under if they apply to more than one?

- Each listing has one primary category and multiple sub-categories

How are categories determined?

- All listings can be submitted with primary and sub-categories determined ahead of time
- Otherwise, Be Dynamic will make this determination and will contact the member if there is any question regarding what categories the listing should fall under
 - o The more information you can submit, the better

What if an event conflicts with the date of an event we already have scheduled?

- You are welcome to check the website and alter your event if others are on the same date as yours, but we feel that multiple events throughout the state are a benefit to the community as a whole

Is NowPlayingUtah.com ready to accept information, logos, etc at this time?

- Absolutely, please send all of your information to utahinfo@bedynamic.com
- You only need to fill out a submission form once and all other submissions following (press releases, calendars of events, etc.) will auto-populate based on the information you submitted initially

What format should events calendars be submitted in?

- Preferably electronic (Excel, Word, pdf, etc.), but printed versions are accepted as well

Please contact support@nowplayingutah.com for any additional questions – thank you!