VAPAC Marketing & Ticketing Network Conference

28th & 29th July, 2026
9am - 5pm
Frankston Arts Centre, 27-37 Davey Street,
Frankston, VIC

VAPAC
Victorian Association of Performing Arts Centres

About this Event

The Victorian Association of Performing Arts Centres (VAPAC) Marketing & Ticketing Network invites you to the 2026 Marketing & Ticketing Conference, hosted at Frankston Arts Centre.

This year's theme is centered around *People, Practice & Purpose*, exploring what it means to do our work well for the audiences we serve, the teams we lead and the sector we're part of.

We've brought together industry experts, practitioners and peers from across the performing arts and beyond to dig into the big questions: how we reach and welcome audiences, how we stay relevant in a shifting landscape and how we build sustainable, values-led careers in ticketing and marketing.

From accessible ticketing and audience development to campaign strategy, marketing automation and the evolving ticketing landscape, this is where insight meets practice.

Victorian Association of Performing Arts Centres
www.vapac.org.au

Registered # A0005511W
ABN: 82 578 774 451

VAPAC acknowledges the Traditional Custodians of the lands where we live and work and upon which our member venues are situated across Victoria. We pay our respects to Aboriginal & Torres Strait Islander Elders past and present, they are the original creators and storytellers. Always was, always will be.

Our Partners

Thank you to our Industry Partners for proudly supporting VAPAC's 2026 Marketing & Ticketing Conference

Premier Partner

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Getting to Frankston Arts Centre

Frankston Arts Centre is situated on the corner of Davey and Young Streets, just 500 metres from the heart of Frankston.

Front Door Pick Up & Drop Off Point
Convenient pick-up and drop-off access is available right at the front of the venue, making arrivals and departures stress-free for all visitors.

By car
Located only a few minutes from EastLink/Frankston Freeway, and the Moorooduc and Nepean Highways, Frankston Arts Centre is easy to access no matter which direction you're travelling. Our convenient undercover parking is accessible via Young Street.

Find out all you need to know about parking at Frankston Arts Centre here.

By public transport
6-minute walk from Frankston Train Station (Frankston Line)
Bus Routes 775, 776, 782, 783 stop at Davey Street entrance

Accommodation

QUEST
FRANKSTON

M&TN Conference Special Offer
Valid Sunday 26 – Friday 31 July

- Studio Apartment — $174 per night (sleeps 2)
- One Bedroom Apartment — $211 per night (sleeps 2)
- Two Bedroom Apartment — $308 per night (sleeps 4)

All rates include onsite parking, WiFi, and housekeeping.

How to book
Attendees have three easy options:

- Online: Visit www.questfrankston.com.au and enter promo code MTC in the top right of the home page
- Phone: Call 03 8796 1000 and quote MTC Conference
- Email: Contact questfrankston@questapartments.com.au and quote MTC Conference

Speakers, Presenters & Facilitators

Samantha Bagwell, Spektrix

With nine years at Spektrix, Samantha Bagwell helps arts and cultural organisations in Australia and New Zealand achieve their goals through smarter ticketing, fundraising, and audience engagement. As Spektrix's Business Expansion Lead for the region, she works closely with organisations to unlock their full potential, streamline operations, and deepen connections with their audiences. Prior to this role, Samantha held positions across implementation, global fundraising, and client relations, and she began her career in box office and fundraising, most recently with the Individual Giving Team at New York's Roundabout Theatre Company.

Charlie Whitworth, Spektrix

Charlie has been part of Spektrix for 16 years, joining the company's early start-up days and helping shape its growth while focusing on supporting the organisations it serves. With experience spanning box office, marketing, and ticketing, Charlie has held roles across Client Success and Strategy & Operations, helping clients grow, refining processes, and driving organisational efficiency. Charlie is excited to bring Spektrix to the region with the aim of supporting arts and cultural organisations in connecting with audiences, driving revenue, and strengthening their operations. Charlie is co-founder of the UK theatre company Yet To Be and has prior experience working at The Albany and Greenwich Theatre in London.

Adrian Randall, Arcadian Digital

Adrian Randall is an AI Systems Architect and founder of Arcadian Digital. After cutting his teeth coding games on an Amstrad at age eight, he spent seven years architecting mission-critical tactical communications and Combat Management Systems for the RAAF's Wedgetail program and the Navy's ANZAC-class frigates with BAE Systems and Saab Systems. Today he helps Australia's leading corporations turn legacy complexity into agentic AI, specialising in AI strategy, systems integration and the data infrastructure that makes it all work.

Dylan Stewart, Melbourne Symphony Orchestra

Dylan Stewart is the Director of Marketing, Insights & Customer Experience with the Melbourne Symphony Orchestra, where he has been since January 2017. At the MSO, Dylan works on promoting more than 160 concerts a year across Melbourne, regional Victoria as well as the Orchestra's international touring schedule.

Speakers, Presenters & Facilitators

Kim Tran, Live Performance Australia

Kim Tran is the Director, Policy & Governance at Live Performance Australia (LPA). LPA is the peak body for Australia's live arts and entertainment industry, representing the interests of its 400+ members, including performing arts companies, promoters, producers, festivals, venues and ticketing companies. In her role, Kim is an industry advocate for public policy changes that support the sustainability of the live arts and entertainment industry. She also oversees the Ticketing Code of Practice, which sets out best practice industry-wide standards on ticketing-related matters, and is an industry advisor on regulatory changes that affect industry and ticketing practices.

Adam Seymour, Arts House

Adam Seymour is a public engagement and arts professional with over 20 years' experience across ticketing, venue operations, and creative program delivery. He currently works with the City of Melbourne, focusing on audience development, accessibility, and inclusive arts experiences.

Sairah Subramaniam, FEVER

Sairah Subramaniam brings extensive experience in strategic sales and partnership management to her role as Head of Theatre Partnerships at Fever. With a strong foundation in commercial acumen from Ernst & Young, Sairah leverages her business development expertise to manage key relationships and drive revenue growth across Australia and New Zealand. Sairah has a passion for the arts as a trained dancer in Bharatanatyam.

Nicholas Hudson, FEVER

Nicholas Hudson brings a unique blend of production knowledge and financial acumen to his role as Theatre Partnerships Manager at Fever. With a background in investment banking from J.P. Morgan, Nicholas applies his expertise in commercial deal-making and data-driven insights to help theatrical venues and producers scale live entertainment in the performing arts space. Nicholas has a passion for the arts as a former acting graduate of the Western Australian Academy of Performing Arts (WAAPA).

Speakers, Presenters & Facilitators

Anna Horan, RISING Festival

At RISING, Anna heads up brand, marketing, ticketing and customer experience. She leads brand strategy, advertising, the in-house design and content team, customer communications across all RISING channels, as well as merchandise, media partnerships and more. Prior to entering the arts, Anna has had various work lives in advertising, media and government.

Ryan Hamilton, Independent Arts Producer & Marketer

Ryan (he/they) is an award-winning fat/queer theatremaker, producer, and marketer based in Narrm (Melbourne) who thinks theatremakers don't need to be afraid of social media. He has worked across Narrm's independent sector as both a producer and artist, and also moonlights as a theatre critic on TikTok and Instagram.

Dr Ash King, Support Act

Dr Ash King is a psychologist, creative and the Mental Health Content & Programs Lead at Support Act. She develops training, education and resources that support the mental health and wellbeing of people working across Australia's creative industries. Ash blends clinical expertise with lived experience in the arts to deliver practical, engaging programs that help creative workers and workplaces navigate pressure, prevent harm and build healthier cultures.

Jordan Gibbs, Culture Counts

Jordan Gibbs is Product Director at Culture Counts, specialising in audience research and project evaluation. He has led studies into ticket-buying behaviour and audience demand, including research for CircuitWest and the UK's After the Interval study with Indigo, which tracked audience booking confidence and dynamics during COVID. His wider work includes the National Touring Scan, Arts Council England's Impact & Insight Toolkit, and evaluation projects for the Birmingham Commonwealth Games, Regional Arts Australia and the City of Sydney. Jordan recently completed a 12-month secondment with Perth Festival as Technical Director and Head of Production, grounding his research in the practical realities of programming and delivery. He is also a freelance theatre sound designer.

Day 1 // Tuesday 28th July

Tuesday 28th July

9.00am	Arrival and registrations
9.30am	Welcome to Country
9.40am	Welcome from VAPAC's Chair, Eli Dunlevie
9.50am	Introduction to the Venue

10.00am — The Evolving Landscape of Ticketing & Marketing

Charlie Whitworth, Spektrix (Business Expansion Lead, Australia & New Zealand) & Samantha Bagwell, Spektrix (Business Expansion Lead, Australia & New Zealand)

Spektrix presents a macro view of industry trends — shifting audience habits, data integration, personalisation, and AI adoption — exploring how ticketing and marketing teams can collaborate on CRM, customer experience, and revenue growth to do their jobs better in a changing market.

10.45am — The Marketer's Co-Pilot: Harnessing Automation Across Every Touchpoint

Adrian Randall, Arcadian Digital (Director) & Laura A'Bell, Bass Coast Cultural Venues (Marketing & Audience Development Coordinator)

Hear from two practitioners applying AI in marketing: Adrian Randall (Arcadian Digital) will explore how businesses are actually using AI and automation in the real world beyond the hype, while Laura A'Bell will showcase her agentic AI tool designed to help marketing teams build campaign plans with demographic and psychographic profiling, built with ethics, sustainability, and government privacy requirements in mind.

11:30am — Morning Tea

12.00pm — Ticketing Code of Practice

Kim Tran, Live Performance Australia (Director, Policy & Governance)

Navigate Australian standards with confidence: understand consumer and promoter/hire rights, learn what belongs (and what doesn't) in a compliant policy, and stay current with the latest review findings and Privacy updates.

Day 1 // Tuesday 28th July

Tuesday 28th July

12.40pm

Seats for Everyone: How Accessible Ticketing Removes Barriers for Disabled Arts Audience

Adam Seymour, Arts House (Public Engagement and FOH Operations Manager) & Milly Cooper, Melbourne Fringe (Access Manager)

Accessible ticketing is about removing the real-world friction that prevents disabled patrons from booking with confidence and ease. This session brings together a panel of industry voices to explore how the sector is rising to the challenge, and what good accessible ticketing looks like in practice.

1.30pm

Lunch

2.15pm

From Hero Image to Instagram: Working with Artists and Promoters to Get Results

Ryan Hamilton, Independent Arts Producer & Marketer

A practical session for ticketing and marketing professionals on how to work with promoters and artists to secure the promotional materials that actually move tickets, even when what lands in your inbox falls short. Ryan Hamilton brings their perspective as independent marketer, arts producer, and social media influencer to share strategies for guiding promoters, salvaging difficult assets, and leveraging social media to drive successful sales.

3.00pm

New Arts and Event Leader Research

Jordan Gibbs, Culture Counts

Drawing on fresh data, this session examines some of the pressing issues facing the sector and shifting trends in live event attendance and audience behaviour. Expect meaningful benchmarks, insight into what's driving audiences back through the doors, and an honest look at implications for the sector, followed by facilitated discussion with plenty of opportunity to dig into what the data means for your organisation.

Day 1 // Tuesday 28th July

Tuesday 28th July

3:30pm — Strategic Campaign Planning

Henry Feagins, UM Australia (Head of Strategy)

Ever wondered how the pros map out a marketing campaign from the very first brief to the final results? Henry Feagins, Head of Strategy at UM Australia, walks through the end-to-end process of building a strategic marketing campaign, covering how to define objectives, identify your audience, shape your messaging, and sequence activity for maximum impact.

4.10pm — Afternoon Tea

4.40pm — The Present & Future of School Group Bookings

Facilitated by Frankston Arts Centre

A timely panel exploring the growing challenge of securing school group bookings, and what it means for the future of live performance audiences. Hear from venue marketing & ticketing teams, and teachers on the real barriers schools face - from transport costs to planning pressures to the perception of experiential learning - and discuss practical solutions to re-engage the next generation.

5.15pm — Day 1 Wrap-Up

6.00pm — Networking Event

The Cheeky Squire, 510 Nepean Hwy, Frankston

Join us for a catered networking event to wrap up the first day of the conference.

Day 2 // Wednesday 29th July

Wednesday 29th July

9.00am Arrival and registrations

9.30am Day 2 Welcome

9.45am **Creating the Ultimate Customer Experience**

Sairah Subramaniam, FEVER (Head of Theatre Partnerships); Nicholas Hudson, FEVER (Theatre Partnerships Manager); Hayley Dobbs, Tixly (Operations Manager); & Anna Horan, RISING Festival (Brand and Marketing Senior Manager)

A panel bringing together Fever, Tixly, and RISING Festival to explore what's actually within our power to shape the customer experience — whether patrons are visiting in person or engaging with us online. From driving loyalty and arts participation to turning happy audiences into genuine advocates, this session looks at practical ways to make every touchpoint count.

10.30am **The Long Game: Wellbeing & Sustainable Performance at Work**

Dr Ash King, Support Act

Designed specifically for marketing and ticketing professionals, this workshop provides practical, evidence-based strategies for navigating high workloads, limited resources and increasing workplace pressures. Participants will explore sustainable ways of working, strengthen communication and boundary-setting skills, and identify team practices that foster psychological safety, collaboration and long-term wellbeing.

11.30am Morning Tea

12.00pm **Strategies for Multibuys, Subscriptions and Memberships**

Dylan Stewart, Melbourne Symphony Orchestra (Director of Sales & Marketing)

Dylan Stewart from the Melbourne Symphony Orchestra leads a practical exploration of how arts organisations are building loyalty and driving revenue through subscription models, multibuy packages, and membership programs. From emerging trends across the sector to real-world strategies that are actually working, this session is for anyone looking to deepen audience relationships and find smarter ways to reward repeat visitors.

Day 2 // Wednesday 29th July

Wednesday 29th July

12.30pm **Reaching Younger Audiences**

Amplify Arts (Frankston), facilitated by Elizaveta Maltseva, Cardinia Shire Council (Marketing & Engagement Officer)

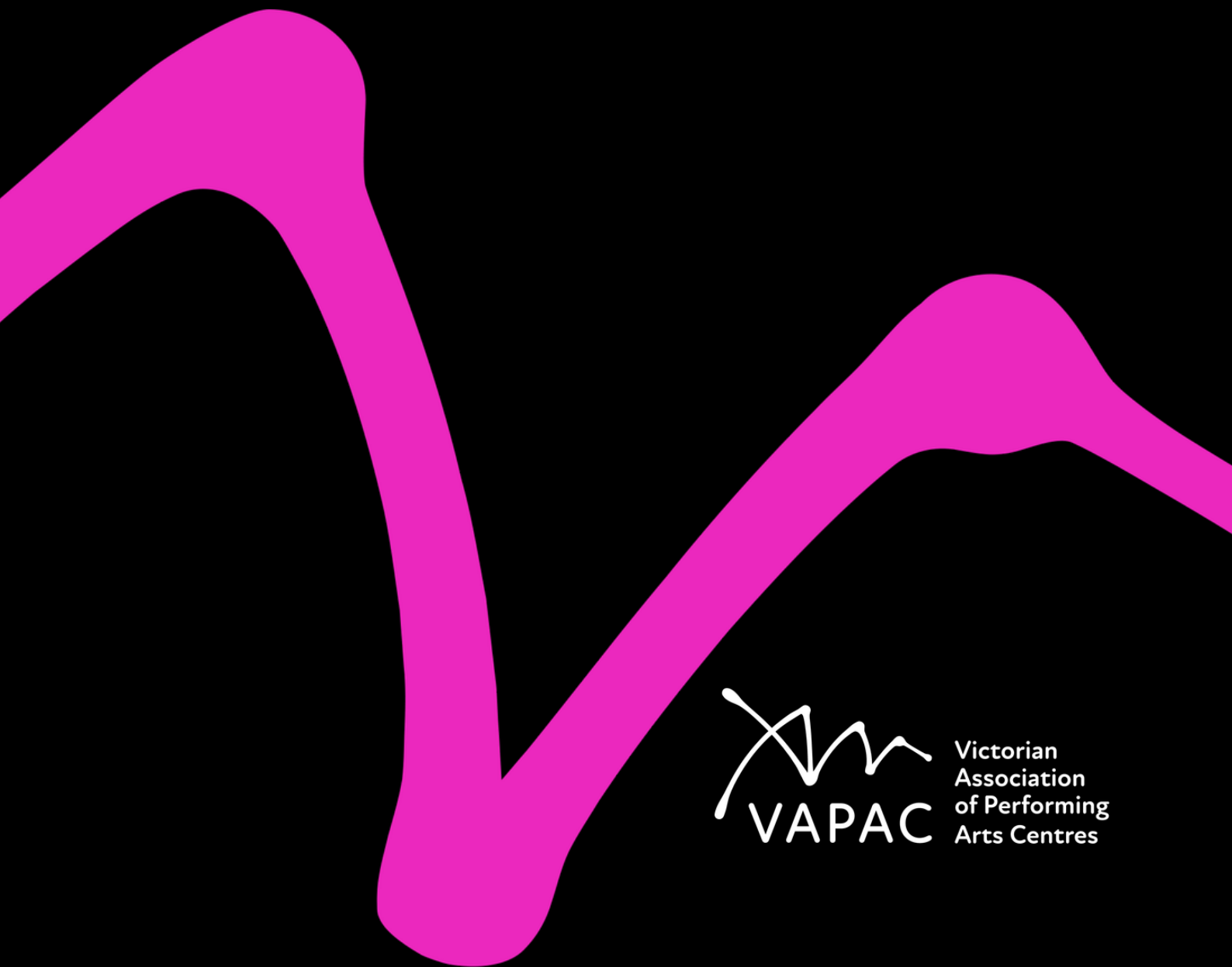
How do you genuinely connect with 18 to 25 year olds and bring them into local arts experiences — especially when some of the most popular platforms are off the table? This session brings together a panel of young people sharing where they discover arts experiences, what draws them in, and what leaves them cold.

1.15pm **Annoucement of VAPAC Life Member**

1:30pm **Day 2 Wrap-Up**

We appreciate your continued support of VAPAC.

Dates for our 2027 event calendar will be released in November.



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