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Discover Jersey Arts Hosts Thrive Arts Conference 2014

Nonprofit arts professionals from throughout the state will gather in Princeton for a single-day conference focusing on the importance and impact of data on daily and long-range operations

BURLINGTON, NJ (April 29, 2014) – Executive, marketing and development staff of nonprofit arts organizations from all over New Jersey will be coming to Princeton University’s Friend Center on Thursday, June 5 for the second biennial Thrive Arts Conference. Presented by Discover Jersey Arts, an audience development program of the ArtPride New Jersey Foundation, this year’s program will explore the ways in which data empowers arts organizations to make informed decisions.

“We’re extremely proud to present another Thrive Arts Conference, created with the needs of the state’s nonprofit arts organizations in mind,” said Jim Atkinson, Director of Programming and Services for the ArtPride New Jersey Foundation. “Our first Thrive conference in 2012 was filled beyond capacity, so we were able to expand the breadth of this year’s event in the hopes of providing professional development to even more individuals.”

National thought leaders, including Andy Goodman, Director of [The Goodman Center](#); Sunil Iyengar, Director of Research & Analysis for the [National Endowment for the Arts](#); and Jill Robinson, President and CEO of [TRG Arts](#), will be leading nearly 200 regional arts professionals in plenary and breakout sessions during the conference. The focus of these sessions will be on how data can impact all aspects of business operations, including audience development, marketing, fundraising, fiscal planning, programming and advocacy.

“Data certainly isn’t the first thing mentioned when talking about arts administration, but it certainly needs to be a part of the conversation,” continued Atkinson. “During the day’s two breakout sessions, executive, marketing and development staff will be engaged in conversations that directly relate to their positions within their arts organization.”

Registration is now open at <http://www.artpridenj.com/thrive>. Single and group registration is available. Registration includes continental breakfast, buffet lunch and admission to all three plenary sessions and two breakout sessions.

For a full schedule of events, speakers and sponsors, please visit the Thrive registration page on the ArtPrideNJ.com website.

ABOUT THE ARTPRIDE NEW JERSEY FOUNDATION

The ArtPride New Jersey Foundation, a 501 (c)(3) organization, is the charitable and educational arm of ArtPride New Jersey that promotes the value of the arts to New Jersey’s quality of life, education and economic vitality through research and a variety of programs and services including Discover Jersey Arts and Arts Plan New Jersey.