League of American Orchestras
2016 National Conference

Group 1-2 Marketing Directors
Constituency Meetings
Constituency Liaison: Stephen Felter
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Constituency Meetings take place at the Baltimore Marriott Waterfront unless otherwise noted.

Thursday, June 9

4:15pm – 4:30pm
Welcome, Introductions
Grand Ballroom 8
3rd Fl.

4:30pm – 5:30pm
Patron Development: Preparing a path from first ticket to planned gift
A patron’s loyalty is built step-by-step with each interaction with your organization. Jill Robinson of this data-driven consulting firm that teaches arts and cultural professionals a patron-based approach to sustainable revenue, will discuss patron segmentation strategies and proven practices for closing the gap between subscribers and donors.
Jill Robinson, president & CEO, The Results Group for the Arts (TRG Arts)
Joint session with Development Groups 1-2

Friday, June 10

2:15pm – 2:45pm
Orchestra Facts
Join us for a special preview of Orchestra Facts. This presentation will highlight some of the key findings and trends found in the League’s soon-to-be published report of orchestra finances and operations covering the nine year period 2006-14.
Stephen Lisner, COO, League of American Orchestras; Karen Yair, vice president, Knowledge Center, League of American Orchestras
Joint session with Marketing Groups 3-8, Development, PR, Group 2-8 EDs
2:45pm – 2:50pm  Break (Change rooms)

2:50pm – 3:35pm  
Essex A  
4th Fl.

Connecting with Patrons in a Mobile-First Culture
The rapid adoption and pervasive use of mobile devices has brought both new opportunities and challenges for connecting with patrons. This group discussion will reveal the current state of our mobile-first culture and explore how orchestras are adapting to this technological shift.  
David Dombrosky, chief marketing officer, InstantEncore

3:35pm – 3:45pm  Break

3:45pm – 5:30pm  
Essex ABC  
4th Fl.

Developing Digital Marketing Strategies
A presentation of research, case studies, and illustrations of best practices in digital advertising, social media, and content creation.  
Ashley Dunn-Gatterdam, consultant, Capacity Interactive, a digital marketing consulting firm  
Joint session with Marketing Groups 3-8, PR

Saturday, June 11

11:00am – 12:00pm  
Essex ABC  
4th Fl.

Engaging Diverse Audiences
This presentation, by one of the nation’s foremost authorities on audience diversification, examines best-practices of reaching, engaging, and developing relationships with under-represented communities and explores the marketing tools and strategies that are essential to successful audience diversification efforts.  
Donna Walker-Kuhne, Walker International Communications Group  
Joint session with Marketing Groups 3-8
12:00pm – 1:00pm
Essex A
4th Fl.

**Closing Roundtable**
An opportunity for discussion before heading to the Closing Session. Delegates may choose the topics. Examples may be recent successes you wish to share with the group, or challenges for which you seek ideas.

*The Marketing Directors Meeting Track is generously sponsored by Artsmarketing Services, Inc.*

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