League of American Orchestras
2016 National Conference

Group 3-8 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
Grand Ballroom 7
3rd Fl.
Welcome, Introductions
TBD

4:30pm – 5:30pm
Grand Ballroom 7
3rd Fl.
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. Lindsay Anderson 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.
Lindsay Anderson, vice president of client development, The Results Group for the Arts (TRG Arts)
Joint session with Development Group 3-8

Friday, June 10

2:15pm – 2:45pm
Grand Ballroom 5-6
3rd Fl.
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 1-2, Development, Group 2-8 EDs
2:45pm – 2:50pm
Break (Change rooms)

2:50pm – 3:35pm
Essex B
4th Fl.

Using Research to Build Arts Audiences
The author of Taking Out The Guesswork: A Guide to Using Research to Build Arts Audiences will lead a group discussion about how organizations can make better use of audience research to strengthen audience building initiatives. Our focus will be on identifying ways to overcome barriers such as limited resources, resistance, and other organizational challenges, using examples from organizations featured in Taking Out the Guesswork.

Bob Harlow, Bob Harlow Research and Consulting

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 1-2, 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 1-2

12:00pm – 1:00pm
Essex B
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.

Name badges for this event generously provided by TALASKE I Sound Thinking