League of American Orchestras
2016 National Conference

Public Relations
Constituency Meetings
Constituency Liaison: Rachelle Schlosser
rschlosser@americanorchestras.org

Constituency Meetings take place in the Baltimore Marriott Waterfront unless otherwise indicated.

Thursday, June 9

4:15pm-4:30pm
Grand Ballroom 10
3rd Fl.

PR Constituency Group Introductions
Rachelle Schlosser, director of media relations and communications, League of American Orchestras

4:30pm-5:30pm
Grand Ballroom 10
3rd Fl.

Journalism in the Digital Age
Mirroring developments in the orchestra field, newspaper critics are having to do more with less, as they face tough decisions on what to cover and how to cover it. Join us for an informal roundtable discussion with two Baltimore-Washington based critics.
Anne Midgette, classical music critic, The Washington Post;
Tim Smith, fine arts critic, The Baltimore Sun
Rachelle Schlosser, Moderator

7:00pm-9:00pm
Pay-Your-Own Dinner for PR Constituents
Bond Street Social
901 South Bond Street
T 443 449 6234

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 Development, Marketing, Group 2-8 EDs

2:45pm-2:50p
Break (Change Rooms)
2:50pm-3:30pm
Grand Ballroom 10
3rd Fl.

*Orchestra Facts: Next Steps*
A discussion for PR constituents: how do we fit our orchestra’s story into the picture?
*Celeste Wroblewski, Moderator*

3:30pm

Break

3:30pm-3:45pm
Essex ABC
4th Fl.

*Developing Digital Marketing Strategies*
Ashley Dunn Gatterdam of Capacity Interactive, a digital marketing consulting firm for culture and the arts, will present research and case studies illustrating best practices in digital advertising, social media, and content creation.
*Ashley Dunn Gatterdam, senior consultant, Capacity Interactive*
*Joint session with Marketing Groups 1-8*

**Saturday, June 11**

11:00am-12:00pm
Dover B
3rd Fl.

*Hot Topics*
Free time for PR constituents to discuss issues of their choice – bring your list of items to discuss!

12:00pm-1:00pm
Grand Ballroom 10
3rd Fl.

*Organizational Approaches to Content Marketing and Storytelling*
Is your content marketing and social media managed marketing or PR, or a hybrid of both departments? Is your ultimate goal selling tickets or engaging people and telling your organization’s story? Join us as we examine different organizational models and approaches.
*Eileen Andrews, vice president of public relations, The John F. Kennedy Center for the Performing Arts; Gregory Hughes, social media manager, The John F. Kennedy Center for the Performing Arts; Liz Madeja, marketing director, Chicago Symphony Orchestra; Ricky O’Bannon, writer in residence, Baltimore Symphony Orchestra*

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