League of American Orchestras
2016 National Conference

Group 1 Executive Directors
Constituency Meetings
Constituency Liaison: jrosen@americanorchestras.org

Constituency Meetings take place at the Baltimore Marriott Waterfront unless otherwise noted.

DRAFT AGENDA
(subject to change)

Thursday, June 9

9:00am – 12:00pm
Diversity Forum
Grand Ballroom 2-3
3rd Fl.

12:00pm – 1:00pm
Lunch with Group 2 Executive Directors
Sponsored by Patron Technology
How do we achieve greater communication and integration between Groups 1 and 2?

1:45pm – 3:15pm
All Conference Event: Opening Session
Joseph Meyerhoff Symphony Hall

4:00pm – 5:30pm
Group 1 Reactions and Follow-ups to Diversity Forum & Keynote
Eric Booth
Suite # 732, 7th Fl.

5:30pm – 6:30pm
All Conference Event: Opening Reception
Harborside Ballroom, 4th Fl.

7:00pm
League Donor Dinner
Peabody Library
Friday, June 10

9:00am – 10:00am
Suite #732, 7th Fl.

Revenue Trends – Earned and Contributed
Simon Woods

10:00am – 10:30am
Suite #732, 7th Fl.

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.
Karen Yair, vice president, Knowledge Center, League of American Orchestras, Stephen Lisner, chief operating officer, League of American Orchestras

10:30am – 10:45am

Break

10:45am – 11:15am
Suite #732, 7th Fl.

Media Update
Joe Kluger, principal, WolfBrown

11:15am – 11:45am
Suite #732, 7th Fl.

Orchestra/Conservatory Conversation
Matthew Van Besien, Jesse Rosen

11:45am – 12:15pm
Suite #732, 7th Fl.

Implications of Musicians Establishing Their Own Identity and Messaging, Separate From Their Employer
Paul Meecham

12:15pm – 2:00pm
Grand Ballroom 5-6, 3rd Fl.

All Conference Event: Conference Luncheon and Annual Meeting

2:15pm – 3:45pm
Suite #732, 7th Fl.

Understanding Public Perception Challenges, Part I
An initial examination of the nature of public perception challenges, discerning perception vs. reality, determining risks to the field, exploring how to adapt, and what might we do and/or say differently to mitigate the challenge.
Horst Abraham, faculty, Ross School of Business, Executive Education, University of Michigan, case studies by Simon Woods and Mark Hanson

3:45pm – 4:00pm

Break
Understanding Public Perception Challenges, Part II

Applying Heifetz adaptive change framework to the public perception challenge: distinguish between ‘technical’ and ‘adaptive’ problems, ‘technical’ and ‘adaptive’ leadership, and examine the orchestra field’s responsibilities for their ‘technical’ and ‘adaptive’ dimensions. Conclude with a framing for further discussion of this issue at Midwinter Managers’ meeting.

*Horst Abraham*

All-Conference Event: BSO Concert

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