

League of American Orchestras
2017 National Conference

**Group 1-2 Marketing Directors
Constituency Meetings**

Constituency Liaison: Celeste Wroblewski
cwroblewski@americanorchestras.org

The Group 1-2 Marketing Directors agenda is currently in development.

Topics under consideration will include:

1. Motivating patrons to attend and donate
2. Case History: Rebuilding a diminished subscription base
3. Panel discussion: Aligning the marketing mix

Constituency meeting times are as follows:

Tuesday, June 6: 1:30pm-3:00pm

Wednesday, June 7: 2:15pm-5:15pm

Thursday, June 8: 11:00am-1:00pm

We look forward to seeing you in Detroit!

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

30
E
N
O
R
A