

League of American Orchestras  
2017 National Conference

**Public Relations  
Constituency Meetings**  
Constituency Liaison: **Rachelle Schlosser**  
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All meetings take place in the Detroit Marriott at the Renaissance Center  
unless otherwise indicated.

ROE

**Tuesday, June 6**

1:30pm-2:00pm  
Richard A  
Level 5

**Introductions; Setting the Stage for the Next Three Days**

*Celeste Wroblewski, vice president, marketing and communications, League of American Orchestras; Rachelle Schlosser, director, media relations and communications, League of American Orchestras*

2:00pm-3:00pm  
Richard A  
Level 5

**Best Practices: Launching and Positioning a New Music Director**

Rachelle Roe, National Symphony Orchestra PR director, will discuss strategies for the delicate undertaking of introducing a new music director into your market (and your organization). The post-presentation roundtable will be expanded to other types of leadership (new ED, board chair, etc.), so be sure to bring your own examples, strategies, and questions.

*Rachelle Roe, director of public relations, NSO & Classical, The John F. Kennedy Center for the Performing Arts*

**Wednesday, June 7**

2:15pm-3:00pm

Chartered bus to Dearborn, MI.  
*Bus departure location to be announced.*

3:00pm-4:00pm  
The Henry Ford

**The Henry Ford takes it forward: A cultural organization's approach to brand relevance in today's world**

Join us for a trip to Dearborn, MI, where we will hear from The Henry Ford's director of marketing, Carolyn Ward, about the organization's unique approach to promoting and protecting their brand. The Henry Ford is comprised of four major attractions (Henry Ford Museum of American Innovation, Greenfield Village, Ford Rouge Factory Tour, and Benson Ford Research Center), so clarity and focus of vision is a critical

element of their marketing and public relations strategy. This session will resonate with any orchestra collaborating with local arts organizations, as well as those employees responsible for

communicating across departments and beyond. (Limited number of admittances – PR and Marketing constituencies will receive preference).  
*Carolyn Ward, director of marketing, The Henry Ford*

4:00pm-4:45pm Tour of Henry Ford Museum of American Innovation

4:45pm-5:15pm Chartered bus to Marriott.  
*Bus departure location to be announced.*

7:00pm **Group Dinner (Pay your own way)**  
*Wright & Company, 1500 Woodward Ave. 313 962 7711*

The League recommends taking Uber, Lyft or the Detroit People Mover elevated monorail. [A list of taxi companies can be found on our website here.](#) (Scroll down to Transportation section.)

## Thursday, June 8

11:00am-12:00pm **Communications in the New Political Environment**  
Richard A  
Level 5  
Have you had to change your messaging or communications given the divisive political environment in America? Has the environment affected the way you convey the public value of your orchestra? And, how can you communicate your organization's positions on public policy issues without alienating your base? We'll explore these and related questions in a roundtable discussion.  
*Moderators: Heather Noonan, vice president, advocacy, League of American Orchestras; Celeste Wroblewski, vice president, marketing and communications, League of American Orchestras*

12:00pm-1:00pm **Open Discussion: Share Your Successes and Challenges**  
Richard A  
Level 5  
Here is your chance to discuss key issues of interest with your peers. In past meetings, this kind of open discussion has been proven to be one of the most fruitful and popular types of group discussions.  
*Moderator: Celeste Wroblewski, vice president, marketing and communications, League of American Orchestras*

# League of American Orchestras

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