

## **2024 National Conference Agenda – Executive Directors, Groups 7-8**

*All times below are Central. Agenda content subject to change.*

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### **Thursday, June 6, 2024**

8:00am-12:00pm **Tech Fair** – no additional cost; included in Conference registration.

1:00pm-1:30pm **Welcome and Quickfire Introduction**

Along with the usual self-intro, please come prepared for rapid-fire sharing: what's one interesting tool you've used this year? It could be a software application, website, a written framework — even a tried and true tool app, so long as it's something that has enhanced your work.

*Facilitator: Rachel Perry, Auburn Symphony*

1:30pm-2:30pm **Creating an Inclusive Board**

The League's Board President-elect Alan Mason will join us in a conversation about how to create an inclusive board, which also involves identifying and cultivating motivated board members. Please come with questions!

*Speaker: Alan Mason, President-elect, League of American Orchestras Board of Directors*

7:30pm-8:45pm **Optional Group Dinner, pre-concert (TBC: Please [sign up here](#) if you plan to join)**

*Friday's Discovery Sessions have limited capacity – seating for each one-hour session is first-come, first-served and these do not repeat. Some prospects of interest might be:*

- [Using Your Brand to Foster Inclusion, Belonging, and Connection](#)
- [Reimagining Customer Relationships](#)
- [Simplified Planned Giving for Big Results](#)
- [Orchestrating Community Engagement: A Multi-Pronged Approach to Audience Development and Inclusion](#)
- [Guiding Community-Driven Collaboration](#)

## **Friday, June 7, 2024**

3:30pm-5:45pm      **Discovery Sessions**

*Join your colleagues from other constituencies for moderated interactive conversations on a variety of topics. Discover what's working for your colleagues and come prepared to share thoughts, ideas, questions, and successes of your own.*

## **Saturday, June 8, 2024**

10:45am – 11:30am      **Enhancing Fundraising with Community Partnerships**

Tailoring his previous day's elective session for 7/8 managers, Jackson Cooper will discuss how community engagement can enhance one's fundraising practice, with an eye not only toward strengthening revenue but building enduring and authentic relationships that help deliver on mission.

*Speaker: Jackson Cooper, Adjunct Professor, Arts Leadership, Seattle University, UNC-Greensboro*

11:30am – 12:30pm      **More on Boards, Comparing Discoveries, Looking Ahead**

We'll spend our last hour together diving further into Board/governance questions, sharing top learning from Friday's Discovery Sessions, and opening to Q&A about items you'd like to get your peers' opinion about, which might be ripe for further discussion in peer calls.

*Facilitator: Rachel Perry*

**Notice:** It is important to keep in mind antitrust rules governing competition that apply to this group discussion. While the agenda for this group includes discussion of a variety of issues that are crucial to orchestras' planning and strategies, the goal is not to agree on a single approach to these issues. With the benefit of analysis and discussion, each orchestra will be able to decide independently what course of action is best for its own organization. We ask you to avoid comments that relate to your orchestra's current or future plans for *ticket or event pricing (actual ticket prices, discount amounts), bargaining (including collective bargaining agreements or with vendors), or compensation.*