

2024 National Conference Agenda – Artistic Administrators

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

Constituent Liaison: David Styers, Director of Learning and Leadership Programs
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Wednesday, June 5, 2024

7:30pm-10:00pm [Houston Symphony Rehearsal](#)

Thursday, June 6, 2024

8:00am-12:00pm [Tech Fair](#)

9:30am-12:30pm [EarShot Readings with ROCO](#)

1:00pm-2:30pm **Constituency Meeting Block 1**

Welcome and Introductions

Artistic Planning Today: Artistic Administrators know they no longer redo the same programming the same way as it might have been done in the past. Artistic visions and season structures have both changed dramatically during the past four years. As orchestras face challenges filling their halls, they are revisiting the structure of their seasons, weighing the balance of potentially reducing concerts vs. wanting to increase diversity of programming. This analysis of “putting everything on the table” is requiring new relationships internally and externally and new ways of selling tickets, taking risks, and thinking about the “season” itself. This discussion with your peers will focus on strategies for programming in the total absence of certainties with increased financial pressures and audience demands.

Facilitator: Rebecca Zabinski, Senior Director of Artistic Planning, Houston Symphony

Friday, June 7, 2024

11:00am-12:15pm [Elective Sessions](#)

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.

Note: similar to electives, seating is on a first-come, first-served basis and some of the Discovery Sessions might fill to capacity.

3:30pm-4:30pm ***Discovery Session Options:***

[At 250, What is American Music Anyway?](#)

[Capitalizing on Design Thinking to Advance EDI Through Community Engagement](#)

[Centering Values, Community, and Belonging in Your Fundraising](#)

[Reimagining Customer Relationships](#)

[They Are the Future: Building Next-Gen Young Professionals Programs](#)

[Using Your Brand to Foster Inclusion, Belonging, and Connection](#)

4:45pm-5:45pm ***Discovery Session Options:***

[Engaging the Next Generation in Governance by Establishing an Associate Group](#)

[Exploring Underrepresented Composers](#)

[Guiding Community-Driven Collaboration](#)

[Orchestrating Community Engagement Through a Multi-Pronged Approach to Audience Development and Inclusion](#)

[Simplifying Planned Giving for Big Results](#)

[Speaking to Gen Z to Get Them Excited About Your Events](#)

Saturday, June 8, 2024

9:00am-10:15am [Elective Sessions](#)

10:45am-12:30pm **Constituency Meeting Block 2**

Joint Constituency Meeting with Finance and HR and Marketing, Groups 1-2

Developing New Concert Formats - Case Study and Conversation: As orchestras aim to attract and captivate future audiences through the evolution of the concert experience, different departments each bring unique perspectives and realities to the planning table. Learn how one orchestra leans into collaboration to gain insight, foster innovation, and conduct experiments in a process that spans from the survey to the stage. This presentation will be followed by an open discussion on successes and challenges in working cross-departmentally to develop new products and concert formats.

*Facilitator: **Michael Frisco**, Vice President of Marketing, Cincinnati Symphony Orchestra*

Ticketing Policy Update

Speaker: Heather Noonan, Vice President for Advocacy

Open Discussion: Season Planning and Other Top-of-Mind Topics

Conference Key Takeaways

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.*