

## **2024 National Conference Agenda – Conductors**

*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**

*Facilitators: **Julius Williams**, Conductor and Music Director, Berklee Contemporary Symphony Orchestra; and **Diane Wittry**, Music Director and Conductor, Allentown Symphony Orchestra*

**Music Director Mobility Magic:** Do you experience stiffness and soreness from your conducting? Learn special movement techniques and basic principles of true mobility through a set of simple exercises, curated specifically for the needs of conductors by mobility and movement specialist Andrea Gaze, that will help improve your mobility and prevent injuries for a long and fruitful career.

*Facilitator: **Geneviève Leclair**, Associate Professor, Berklee College of Music*

### **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**

**2024 Orchestra Repertoire Report:** Discover the latest data collected for the 2024 Orchestra Repertoire Report exploring the repertoire and programming of over 200 orchestras from across the United States, both detailing what the current situation is and putting that into context with

programming over the last ten years. These reports focus on the programming of works by women composers and composers of color.

*Facilitator: **Cory Meals**, Assistant Professor of Music Education, Moores School of Music, University of Houston*

**Equal Billing - Giving a Voice to Underrepresented Composers From The**

**Past:** The Jackson Symphony Orchestra's "Equal Billing Project" records and supports the music of deceased composers that weren't equally billed or recognized during their lifetime. This initiative was sparked from an intention to create positive and lasting contributions to the industry, bring a broader scope of recognition to our community, as well as boost the quality and fundability of the JSO. Learn about the success of this endeavor, the requirements and benefits of this undertaking, and the possibilities industry-wide in the future.

*Facilitator: **Matthew Aubin**, Music Director, Jackson (MI) Symphony Orchestra; Music Director, Southwest Michigan Symphony Orchestra; Artistic Director & Executive Director, Conductor & Hornist, The Chelsea Symphony, NYC*

**New Music as a Vehicle for Reaching New Audiences:** The Allentown Symphony with its Composer-in-Residence Clarice Assad is doing new music chamber music concerts that involve a regional call for scores involving about 100 composers from the region. Hear about how their social media marketing about their personal participation is bringing in new audience members.

*Facilitator: **Diane Wittry**, Music Director and Conductor, Allentown Symphony Orchestra*

**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.*