

2024 National Conference Agenda – Executive Directors, Group 2

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

Constituent Liaison: Heather Noonan, Vice President for Advocacy
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Thursday, June 6, 2024

1:00pm-1:15pm **Welcome**

1:15pm-1:30pm **League Update and Group 2 Officer Update**

1:30pm-2:30pm **Financial Sustainability with Susan Nelson**

Join your Group 2 peers in a dialogue with TDC's Susan Nelson as we discuss the latest strategies for multi-year budgeting presented in the Wednesday morning pre-conference workshop, [Budgeting for Financial Success](#).

Speaker: Susan Nelson, Executive Vice President, TDC

7:30pm **Group 2 Dinner**

Hugo's
1600 Westheimer, Houston, TX 77006
(713) 524-7744

Friday, June 7, 2024

3:30pm-4:30pm **Your Orchestra's Path to Resilient Fundraising**

Gain additional insights on the discussion that will take place in the Friday morning elective session, [Strategies for Resilient Fundraising](#), in this small group discussion with the past chair of Giving USA and founder of the Benefactor Group.

Speaker: Laura MacDonald, Benefactor Group

4:45pm-5:45pm

Cross-Constituency Discovery Sessions

Choose from one of six topical discussions offered to League conference attendees during this final hour of Discovery Sessions.

[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

10:45am-11:45am

Bold Strategies Roundtable

What are the key actions executives need to take to effectively implement ideas as orchestras “dream big?” We’ll hear from each orchestra around the table as we consider the Harvard Business Review’s recent article, [CEOs, Is Your Business Strategy Bold Enough?](#)

11:45am-12:30pm

Group Reflections

Our closing discussion returns to key topics identified during the meeting.

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.*