

2024 National Conference Agenda – Executive Directors, Groups 3-4

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

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Thursday, June 6, 2024

- 8:00am-12:00pm [Tech Fair](#)
- 1:00pm-2:30pm **Constituency Meeting Block 1**
- 1:00pm-1:30pm **Welcome, Introductions, and Group Business**
- Reconnect and meet new colleagues. Members of Group 3 will elect their officers.
- 1:30pm-2:30pm **Revenue Models**
- It's never been a better time to talk about revenue models. This group discussion will focus on ticketing, fundraising, diversified funding streams, what's working, what's not, trends, expectations and what to do about it all.

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 **Recommended Discovery Session:**
- [Capitalizing on Design Thinking to Advance EDI Through Community Engagement](#)

4:45pm-5:45pm **Musician Engagement**

We will be joined by local orchestra musicians for an in-depth conversation about our shared goals, priorities and how to achieve them together.

*Speakers: Judy Dines, Associate Principal Flute, Houston Symphony;
Adam Dinitz, English Horn and Oboe, Houston Symphony*

Saturday, June 8, 2024

9:00am-10:15am **Elective Sessions**

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

10:45am – 11:45am **Leading from Culture**

For orchestra executives, raising money, selling tickets, and working for good financial outcomes can dominate their lives, but a focus on culture can be the difference between success and failure for themselves and their teams. League CEO Simon Woods starts off a conversation about the mindset and acquired skill of leading from culture.

Speakers: Simon Woods, President and CEO, League of American Orchestras.

11:45am – 12:30pm **Reflection and Looking Forward**

We'll use our last forty-five minutes together to reflect on what we've shared and learned, consider how we will bring it back to our orchestral communities, and discuss our priorities for the next year.

Executive Directors, Groups 3-4 Meetings at the National Conference have been generously sponsored by Broadway In Love

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.