

2024 National Conference Agenda – Executive Directors Group 5-6

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

Constituent Liaison: Karen Yair, VP Research and Resources
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Thursday, June 6, 2024

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

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

Aligning Capacity with Commitment

Many of us struggle with keeping our staff motivated to do more with less, while struggling with burnout ourselves. But what if we could step off the treadmill, and try a new way? In this 90-minute workshop, leadership and organizational culture expert John McCann will encourage us to own our own power as leaders and colleagues in tackling burnout head-on. Join us to explore practical strategies for engaging your staff and board in a collaborative process of realigning your orchestra's capacity with its commitment to the people, communities, and artistry it serves.

Speaker: John McCann, President, Partners in Performance. Chair: Kathryn Boucher, Executive Director, Spartanburg 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

Revenue, Revenue, Revenue

Faced with mounting financial challenges, our group members are responding with creativity and smarts. Now it's time to learn from each other, in a dynamic session emphasizing the proactive steps that individuals can take to drive revenue and bolster financial resilience. Don't miss this opportunity to learn from your peers: join us for a collaborative discussion that will help to keep your organization on the right side of the fiscal cliff.

Chair: Rhonda Hunsinger, Executive Director, South Carolina Symphony and Russell Jones, President and CEO, Orchestra Lumos

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.*