

## **2024 National Conference Agenda – Finance and HR Constituency**

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

Constituent Liaisons:

Andrew Clark, Vice President, Finance and Administration

[aclark@americanorchestras.org](mailto:aclark@americanorchestras.org) 646 822 4022

Andrew Anzel, Director, Knowledge Center

[aanzel@americanorchestras.org](mailto:aanzel@americanorchestras.org) 646 822 4071

### **Thursday, June 6, 2024**

8:00am-12:00pm

[Tech Fair](#)

1:00pm-2:30pm

**Constituency Meeting Block 1**

1:00pm-1:45pm

**Welcome and Constituency Building**

Along with introduction to your fellow finance constituency members, join us in discussing how finance professionals in the orchestral field can gain the most benefit from their League membership, how we can organize ourselves as a constituency, and next steps for building our constituency out.

1:45pm-2:30pm

**Roundtable Discussion**

Join your colleagues for a session where everyone can share their biggest success/biggest challenge of the past year. Come ready to celebrate and commiserate, and to lend your ears and support.

### **Friday, June 7, 2024**

11:00am-12:15pm

[Elective Sessions](#)

*Recommendations:*

[Strategies For Resilient Fundraising](#)

[Building Capacity for Sustainable Equity Diversity & Inclusion](#)

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](#)

*Recommendations:*

[The AI Disruption is Here!](#)

[Analyzing Orchestra Business Models for Strategic Decision-Making](#)

[CPR for Growing Audience \(Care, Programming, Reinvention\)](#)

10:45am-12:30pm    **Constituency Meeting Block 2**  
*Joint Constituency Meetings with Artistic Administrators and Marketing,  
Groups 1-2*

10:45am-11:45am    **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**

Finance and HR Meetings have been generously sponsored by AccountingWare.

**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.*