

2024 National Conference Agenda – General Managers & Operations

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

Constituent Liaison: Steve Alter, Director of Conferences and Business Engagement
salter@americanorchestras.org, 646 822 4051

Thursday, June 6, 2024

8:00am-12:00pm

[Tech Fair](#)

1:00pm-2:30pm

Constituency Meeting Block 1

1:00pm-1:45pm

Welcome and Icebreaker

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

Moderators: Vicky Dominguez, Chief Operating Officer, Houston Symphony

1:45pm-2:30pm

Advocacy and IMA/EMA Updates

Speakers: Heather Noonan, Vice President for Advocacy, League of American Orchestras; Joseph H. Kluger, Principal, WolfBrown

5:45pm-6:30pm

Tour of Jones Hall for the Performing Arts

Rising majestically from the heart of Houston's Theater District, Jones Hall for the Performing Arts has been a beacon of artistic excellence for over five decades. Its story begins in the 1950s, when a group of visionary citizens, led by oilman and philanthropist Jesse H. Jones, embarked on a mission to create a world-class performing arts center for their burgeoning city. After years of planning and fundraising, Jones Hall finally opened its doors in 1966 to much fanfare. The venue, designed by renowned architect Eugene Aubry, was immediately hailed as a masterpiece of modern architecture.

Its striking travertine marble facade, graceful curves, and soaring glass windows reflected the city's newfound prosperity and cultural ambition.

Over the years, Jones Hall has hosted countless legendary artists, from opera singers Luciano Pavarotti and Plácido Domingo to pop icons like

Frank Sinatra and Barbra Streisand. It has also been the home of the Houston Symphony since its inception and has played a vital role in nurturing the city's vibrant arts scene.

Docent and Jones Hall Guru: Vicky Dominguez, Chief Operating Officer, Houston Symphony

Friday, June 7, 2024

11:00am-12:15pm **[Elective Sessions](#)**

Recommendations:

[Global is Local: The New Music Diplomacy](#)

[Leaders Building Leaders](#)

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.

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](#)

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

10:45am-11:45am **Successfully Managing Your Team: “Top 5” Takeaways from a Panel of Experienced Leaders**

Steve Jobs once said, “Great things in business are never done by one person. They’re done by a team of people.” Managing a team (no matter how large or small) is a learned skill, and even for those that have been in the industry for a while, that learning continues each day. Join a panel of your peers for a discussion on how they’ve learned to successfully manage their teams, along with all the ways they’ve messed up along the way.

Speakers: Jennifer Adair, Vice President and General Manager, Seattle Symphony; Rebecca Cain, Vice President of Orchestra Operations, Pittsburgh Symphony; Vicky Dominguez, Chief Operating Officer, Houston Symphony

11:45am-12:30pm **“Speed Dating:” Building Community Three Minutes at a Time**

Let’s use our last 45 minutes together to get to know each other a bit better with our take on “Speed Dating.” Prompts will be provided, and no “wallflowers” permitted. Conference is only once per year, so establishing deeper connections with your colleagues will add to the online and peer-to-peer communities we wish to establish.

Moderator: Rebecca Cain, Vice President of Orchestra Operations, Pittsburgh Symphony

Sponsorship for the GM’s and Operations Personnel Meetings has been provided
by Kirkegaard

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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.*