

2024 National Conference Agenda – Marketing, Group 1-2 Orchestras

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

Constituent Liaison: Rachel Rossos Gallant, Vice President, Marketing and Membership
rgallant@americanorchestras.org, 646 822 4004

Thursday, June 6, 2024

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

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

Welcome and Introductions

Perspectives on Arts Marketing from Other Industries

Hear from marketing professionals who have entered or exited the performing arts. What is transferrable across industries? What are some of the specific hurdles and advantages that we have in the performing arts compared to other businesses?

Speakers: Christina Bellevue, Senior Marketing Manager, NAC Orchestra, National Arts Centre; Jennifer Davenport, Chief Marketing & Experience Officer, Houston Grand Opera

Facilitator: Alex Soares, Senior Director of Marketing, Houston Symphony

Roundtable Discussions

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

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 Finance

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.

Speaker: 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

The Marketing, Group 1-2 Orchestras Constituency Meetings have been generously sponsored by VATIC

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.*