

## **2024 National Conference Agenda – Marketing, Group 3-8 and Youth Orchestras**

*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**

#### **Welcome and Introductions**

#### **Practical Marketing Applications for AI**

Take your work with Generative AI (GenAI) to the next level. We'll go over marketing applications informed by academic literature, safeguards to ensure accurate and unbiased output from GenAI, and other insights from top professionals and academics. At the end of the meeting, you'll walk away with projects in content development, individual/consumer simulation, and research methods that you can try out in your own orchestra marketing efforts.

*Speaker: Josh Kaisen, Director of Outreach and Education, Human-Centered AI Institute, C.T. Bauer College of Business*

### **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**

**Elevating Your Orchestra's Visuals**

Juggling creative content for multiple digital and print platforms can prove daunting for even the largest of orchestras. Join Houston Symphony Graphic Design Manager Fiona Legesse-Sinha for tips, tricks,

and interactive activities to learn to optimize creative content for your orchestra.

*Speaker: Fiona Legesse-Sinha, Graphic Design Manager, Houston Symphony*

#### **Ticketing Policy Update**

*Speaker: Heather Noonan, Vice President for Advocacy*

#### **Roundtable Discussions: Hot Topics and Successes**

#### **Conference Key Takeaways**

**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.*