

2024 National Conference Agenda – Public Relations

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

Constituent Liaison: Rachelle Schlosser, Director of Media Relations and Communications
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Thursday, June 6, 2024

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

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

1:00pm-1:15 pm **Welcome and Introductions**

Moderator: Rachelle Schlosser, Director, Media Relations and Communications, League of American Orchestras

1:15pm-2:30pm **Views from the Media: A Panel Discussion**

Hear about the shifting public relations landscape from the perspective of three media decision makers in a major market. From their point of view, what comprises a successful pitch? A great story? And what changes do they see coming next? A Q&A will follow the panel discussion.

Moderator: Eric Skelly, Senior Director, Communications, Houston Symphony

Panelists: Osvaldo Corral, (News Anchor), Univision Houston; Cary Darling, Arts and Entertainment Editor, Houston Chronicle; Christina Lee, Executive Producer of Enterprise and Investigative Journalism, Houston Public Media

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

10:45am-11:45am

The Case for Integrated Public Relations

Houston-based CKP Group has worked on award-winning projects with an array of clients, from Ford and McDonalds to Theatre District Houston and the University of Houston. Learn about their integrated approach to public relations, incorporating branding, research, social media, creative services, media relations and so much more, as their founder and CEO shares case studies and strategies with the group, followed by time for Q&As.

Speakers: Carey Kirkpatrick, Founder and CEO, The CKP Group

11:45am-12:30pm **Shared Wisdom: Peer-Powered Discussion**

As they say, “everything’s bigger in Texas”, perhaps even our creativity! This is our time together to share thoughts that have come up for you over the last year and throughout Conference. Please come prepared with questions for your PR colleagues and ready to share stories of recent successes, challenges, and solutions.

Moderator: Kristen Turner, Director of Communications, Content and Digital Strategies, San Diego Symphony

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.*