

## Agenda

### **2025 National Conference Agenda – Development**

*All times below are Mountain Time. Agenda content subject to change.*

Constituent Liaisons:

**Erica Green**, Director of Development  
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The following agenda describes sessions specifically designed for the above-mentioned constituents. For a full listings of Conference events and larger sessions, please visit <https://leagueconference.org/full-schedule>.

#### **Wednesday, June 11, 2025**

8:00am-12:00pm

**Tech Fair**

1:00pm-2:30pm

**Constituency Meeting Block 1: Marketing, PR, and Development  
Communicating as One Team**

*Joint Constituency Meeting with Development, Marketing, and PR*

How much time is wasted from tension between marketing and development? Are there multiple positions doing the same kind of work for each department? Does one department show priority bias with their resources? Imagine erasing all tension points while creating a more cohesive communication strategy for your patrons. Imagine cohesive goals that are owned by all on the team. Improve office culture that is felt by your patrons and increases patron loyalty.

*Moderator: **Kate Hagen**, Senior Consultant, TRG Arts*

*Panelists: **Terry Loftis**, President and CEO, New Jersey Symphony Orchestra; **Andrew Goldberg**, Senior Director of External Affairs, Ballet West*

#### **Thursday, June 12, 2025**

3:30pm-5:30pm

**Constituency Meeting Block 2: Open Space Technology**

The Development constituencies, with Open Space Technology, will have an in-depth peer-to-peer conversation about all things fundraising, work-life-balance, and more.

*Moderators: **Nuri Kye**, Director of Development, Marin Symphony; **Erica Green**, Director of Development, League of American Orchestras*

**Friday, June 13, 2025**

**10:15am-11:45am    Constituency Meeting Block 3**

**Planned Giving**

A strong and well-integrated planned giving program can transform the future of your orchestra. This session will help build staff knowledge and comfort with the giving strategy as well as provide suggestions on how to build a culture of planned giving in orchestras of all sizes.

*Presenter: **Karen Bippus**, Director of Endowment and Planned Giving, Chicago Symphony Orchestra*

Development Constituency Meetings have been generously sponsored by  
**Bennett Direct.**

**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.*