

Agenda

2025 National Conference Agenda – Marketing, Groups 1-2

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

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The following agenda describes sessions specifically designed for the above-mentioned constituents. For a full listing 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

3:30pm-4:30pm

The Future-Facing Orchestra Marketer: AI for Strategy, Not Just Tactics

Joint Constituency Meeting with Marketing and PR

You've experimented with AI to iterate on copy—now it's time to level up. This session explores how orchestra marketers can use generative AI not just for execution, but as a thought partner to help you uncover

strategic insights, strengthen messaging, optimize campaign plans, and clearly communicate impact to stakeholders. We'll look at real-world use cases relevant to orchestras of all sizes, with a focus on how AI can enhance your strategic thinking. We'll also address privacy and ethics concerns that many orchestras are grappling with when it comes to using AI. Whether you're part of a large team or wearing multiple hats, you'll walk away with practical ways to use AI to move faster, think sharper, and lead with greater clarity.

*Presenter: **Jen Taylor**, Director, AI Strategy and Integration, Capacity Interactive; **Dan Titmuss**, Senior Consultant, SEO, Capacity Interactive*

4:35pm-5:30pm

Season Announcements: Evolution and Best Practices in 2025

Joint Constituency Meeting with Marketing and PR

There are so many facets to an effective season announcement. This is a chance to brainstorm, share ideas, and see what your colleagues are doing. Please bring your most successful season announcement materials to this participatory session to provide inspiration to all. Topics to be covered could include:

- Press release: How do we balance the need to share all of the exciting details of the season vs. being concise to keep the reader engaged? What's the right length? Are there ways we can work smarter, not harder?
- Press conference: Is anyone still doing them? Why or why not?
- Media coverage: What do you find your local media outlets are generally most interested in covering related to your season announcement? What can we learn from that?
- Video: What has worked especially well? Share examples!
- Social media: How do you use social media to support the announcement? What kind of content do you find is most successful? Do you have a pre-announcement campaign to tease out that the announcement is coming? Share examples!
- How has your season announcement strategy evolved over time?
- What creative ideas have you implemented?
- How do you measure success with the announcement?

*Moderators: **Meredith Kimball Laing**, Vice President of Marketing and Communications, Utah Symphony i Utah Opera; **Julia Lyon**, Communications Manager, Utah Symphony i Utah Opera*

Friday, June 13, 2025

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

10:15am-11:15am Roundtables

11:15am-11:45am Final Reflections and Staying Connected

As we leave Conference, what will we choose to take with us? How do we stay connected and energized by what we've learned? We will identify strategies to keep the momentum on our path and deepen relationships that will fulfill us as we return home.

Marketing, Groups 1-2 Constituency Meetings have been generously sponsored by
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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*.