

2026 National Conference Agenda—Executive Directors, Group 3-4 Orchestras

All times below are Eastern 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>.

Monday, June 1, 2026

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

1:00pm-1:30pm Welcome and Reconnect

We gather again to welcome new colleagues, reconnect with friends, share updates, and set intentions for our time together at Conference.

1:30pm-2:30pm Successful Board Engagement

Effective board engagement strategies help EDs cultivate strong, productive relationships with their governing boards by aligning leadership vision, clarifying roles, and fostering a culture of shared accountability. This topic explores best practices for communication, board development, and leveraging trustees' expertise and networks to advance your orchestra's artistic mission and long-term organizational sustainability.

Speaker: Marla Bobowick, Principal, Bobowick Consulting, LLC

Tuesday, June 2, 2026

3:00pm-5:00pm Constituency Meeting Block 2

3:00pm-4:00pm Leveraging Electronic Media

From full-scale recordings and streaming productions to shorter length social media content, we will explore the full range of opportunities for generating compelling programming that engages and grows audiences. Part of this session will include practical discussion of the Integrated Media Agreement.

Speakers: KC Commander, Director of Digital Content and Innovation, Cincinnati Symphony Orchestra and Joe Kluger, Principal, WolfBrown

4:00pm-5:00pm

From Experimentation to Strategy: Leading AI Adoption that Grows Revenue

As generative AI rapidly enters the arts sector, leadership teams are being asked to navigate opportunity, risk, governance, and organizational readiness simultaneously. This session explores how arts organizations are using AI to support audience growth and fundraising, while maintaining human creativity, mission alignment, and ethical oversight. Through practical examples from across the field, participants will learn where AI is genuinely useful, where caution is warranted, and what leadership teams should prioritize as adoption accelerates.

Speakers: Jen Taylor, VP, Strategic Growth & AI Activation, CAPACITY and Anna Scheider, Consultant, Digital Marketing, CAPACITY

Wednesday, June 3, 2026

11:15am-12:45pm Constituency Meeting Block 3

11:15am-12:15pm

Building Your Revenue Infrastructure II: Building High-Performing Development Teams

This session will cover best practices in team structure, the strategic leadership role of the Development Director, and proven approaches to retaining talented fundraising staff in a competitive environment. We will also examine long-term financial sustainability through endowment planning and preparation, as well as effectively activating the board of directors as essential partners in advancing your orchestra's contributed income goals.

Speaker: Allison Burr-Livingstone, SVP Chief Advancement and Communications Officer, Baltimore Symphony Orchestra

12:15pm-12:45pm

Moving Forward

Reflect on what has meant the most this week and what we need to explore together in the year ahead. How can this constituency and the League best support you and your orchestra?

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. Please

consult the [League one-page Antitrust Overview](#) for more information, available at www.americanorchestras.org.