

## **2026 National Conference Agenda—Executive Directors, Group 5-6 Orchestras**

*All times below are Eastern Time. Agenda subject to change.*

**Constituent Liaison:** Karen Yair, Vice President, Research and Resources  
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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-1:05pm      **Welcome and Introductions**

*Karen Yair, Vice President, Research and Resources, League of American Orchestras*

1:05pm-2:30pm      **Balancing Mission and Financial Sustainability**

*Facilitator: Paul Jarrett, Executive Director, Akron Symphony Orchestra*

### **Tuesday, June 2, 2026**

**3:00pm-5:00pm**      **Constituency Meeting Block 2: Digital Marketing and Artificial Intelligence**

*Speaker: Anna Scheider, Consultant, Digital Marketing, Capacity Interactive*

*Facilitator: Kathryn Boucher, Executive Director, Spartanburg Philharmonic*

### **Wednesday, June 3, 2026**

**11:15am-12:45pm**      **Constituency Meeting Block 3: Engaging and Responding to our Communities**

*Facilitator: Elizabeth Brown-Ellis, Executive Director, Lima Symphony 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](http://www.americanorchestras.org).