

2026 National Conference Agenda—Marketing, Group 1-2 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

Introductions

The Customer Lifecycle: Audience Retention Strategies

Churn rate has been high in our industry for a long time. How can we effectively build relationships with new ticket buyers and encourage frequent attendance? And what's the right time frame for measuring repeat behavior?

We'll start out with a case study from the Jacksonville Symphony, where their targeted retention efforts include handwritten notes to first timers and automatic subscriber status after a third concert. Then we'll open it up for a full-room discussion.

*Speakers: **Tori Fusinaz**, Vice President and Chief Marketing Officer, Jacksonville Symphony and **Josh Tague**, Director of Marketing and Communications, Omaha Symphony*

Tuesday, June 2, 2026

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

Brand and Content Strategy Presentation and Workshop

Roger Sametz and Ronni Reich of Sametz Blackstone Associates will lead us in a presentation and hands-on workshop to help participants build a differentiating high-level brand narrative, constituent-specific messaging, a rational brand architecture, and a flexible system of

visual expression—all to increase connection, relevance, and brand meaning—and drive engagement and ticket sales.

*Presenters: **Ronni Reich**, Director, Strategy, Sametz Blackstone Associates and **Roger Sametz**, President and CEO, Sametz Blackstone Associates*

Success and Challenges Round Robin (if there's time)

What's one recent success or challenge at your orchestra? What did you learn from it?

Wednesday, June 3, 2026

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

Roundtable Discussions and Final Connections

What's on your mind? Bring your hot topics for a set of roundtable discussions with your peers, followed by a full room discussion of Conference takeaways.

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

*Moderator: **Danielle Quigley**, Vice President, Growth Marketing, Baltimore 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.