

2026 National Conference Agenda—Marketing, Group 3-8 and Youth Orchestras

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

Constituent Liaison: Rachel Rossos Gallant, VP, Marketing and Membership

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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 and Roundtables

What's on your mind? Bring your hot topics for a set of roundtable discussions with your peers to kick off Conference.

*Moderator: **Calla Whipp**, Director of Marketing and Public Relations, Des Moines Symphony and Academy*

Tuesday, June 2, 2026

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

3:00pm-4:00pm Pricing, etc. . . .

If a pricing expert could answer one burning question for you, what would you want to leave Conference understanding? Email Rachel Gallant at rgallant@americanorchestras.org with your top-of-mind issues. Sean Kelly of Vatic will lead us in an open conversation— informed by your questions—about pricing strategies, implementing memberships, buyer behaviors, and more.

*Speaker/Facilitator: **Sean Kelly**, Founder, Vatic*

4:00pm-5:00pm Managing the Customer Experience and Journey

An audience member's experience with an orchestra starts long before they purchase their ticket and extends past the concert itself. While the marketing department should not be the sole owner of that

experience, we have a uniquely important role in helping to inform and shape that experience.

In this session, we'll talk through various aspects of the customer experience (such as the consumer mindset when making purchasing decisions, the ticket purchase process itself, pre- and post-event communications, front of house staff interactions, and other on-site experiences such as digital program books, specialty cocktails, and dress codes). We'll share best practices, new ideas, and effective strategies to bridge the gap on aspects of the customer journey—finding ways to benefit from the things we can control as well as the things we can't.

*Speaker/Facilitator: **Alex Cortes**, Director of Marketing and Communications, Everyman Theatre and **Jordyn Farthing**, Associate Director Marketing Operations, Everyman Theatre*

Wednesday, June 3, 2026

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

11:15am-12:15pm Come With Me to the Symphony! Social Media Influencers at the Orchestra

Joint constituency meeting with Public Relations and Students

As arts coverage continues to shrink, social media influencers offer an opportunity to connect with younger audiences and cement your organization's online presence. In this session, Baltimore Symphony Orchestra's Social Media Manager Lauren Fischer discusses how to build influencer relationships, from first DMs to Gala invites. Learn how to navigate the influencer landscape and find creatives who can best represent your orchestra to their communities.

*Speakers: **Lauren Fischer**, Social Media Manager, Baltimore Symphony Orchestra, **Brian K. Oliver** (@briankoliver, formerly @beyondbmore)*

*Additional Panelists: **Georgia Burtt**, League Student Leadership Council, BM '26 (Violin Performance), University of Miami: Frost School of Music; **Faith Youn**, League Student Leadership Council, BM '27 (Violin Performance, with Minor in Business of Entertainment, Media, and Technology), New York University*

12:15pm-12:45pm Final Connections

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.

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.