

## **2026 National Conference Agenda—Public Relations**

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

**Constituent Liaison:** Nichole Fehrman, Director of Marketing and Communications

[nfehrman@americanorchestras.org](mailto:nfehrman@americanorchestras.org)

646 822 4027

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 Roundtable Discussions**

Welcome to Conference! Meet and network with your PR and Comms colleagues. Join small groups to discuss what's at the top of your mind and what you hope to get out of this year's gathering.

*Facilitators: **Deirdre Roddin**, Director of Institutional Marketing and Communications, Charlotte Symphony Orchestra; **Nichole Fehrman**, Director of Marketing and Communications, League of American Orchestras*

1:30pm-2:30pm

#### **Strategic Storytelling**

Now more than ever, orchestras are leaning into storytelling to connect with audiences and reinforce organizational branding. Why do you need a storytelling strategy? How do you brainstorm and create one, and then how do you deploy your strategy in action? Hear from panelists about their experiences and walk away with a framework to strengthen your organization's narratives.

*Panelists: **Felecia Tchen Kanney**, Chief Marketing & Communications Officer, Cincinnati Symphony Orchestra; **Diana Love**, Director of Marketing and Communications, Annapolis Symphony Orchestra; **Additional panelists** to be confirmed.*

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

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

- 3:00pm-4:00pm **Small Group Discussions / Mixers**  
Using both the discussion topics brainstormed on Monday and new ideas, gather with small groups of colleagues for quick discussions. Share your successes and challenges, learn fresh strategies, and build your network and resource toolkit.
- 4:00pm-4:30pm **Building a Crisis Communications Plan**  
With ideas sourced from the previous discussion groups, let's talk about the nuts and bolts of crisis communications plans. What proactive steps should you take so you can react with confidence when major news hits? What stakeholders should be in the loop?
- 4:30pm-5:30pm **Crisis Communications: Q&A with Heather Noonan**  
Bring your questions about crisis communication strategy for this intimate Q&A with Heather Noonan, the League's VP for Advocacy. Heather has over 30 years of experience representing orchestras before Congress and the White House, among arts and nonprofit coalitions, and in policy matters across the globe.

### 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 Marketing 3-8 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 Director of Communications Whitney Brown and Social Media Manager Lauren Fischer discuss 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: **Whitney Brown**, Director of Communications, Baltimore Symphony Orchestra, **Lauren Fischer**, Social Media Manager, Baltimore Symphony Orchestra, **Additional panelists** to be confirmed*

- 12:15pm-12:45pm **Wrap-Up and Closing Roundtables**  
As we bring the 81<sup>st</sup> National Conference to a close, let's share ideas and insights from the last few days. Bring your highlights to share around tables and/or with the larger group. Let's plan to keep this momentum going and stay connected as we move into the season ahead.

**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).