League of American Orchestras
2018 National Conference

Artistic Administrators Constituency Agenda
Constituency Liaison: John-Morgan Bush
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All meetings take place in the Palmer House Hilton Hotel unless otherwise indicated.

Wednesday, June 13

2:30pm-3:45pm
Salon 1, Third Floor
Constituency Block #1: Adventurous Programming, a Roundtable Discussion
Discussion topics may include:

- What risks can we take with beyond traditional programming models?
- Sharing successes with new commissions and composers in residence
- Experimenting with variant concert formats
- Cultivating commission opportunities
- Creating consensus on new artistic venture
- Experimental programming beyond the classics series.

Facilitator: Shelly Fuerte, Popular Programming Consultant
SSF Consulting

Special Guest Speaker: Jennifer Koh

Friday, June 15

11:00am-11:15am
Wabash Room, Third Floor
Advocacy/Policy Updates
Learn about the latest policy developments in Washington, D.C., resources to help you navigate new rules for visas and musical instruments, and how you can get engaged in the policy advocacy process in your own community.

Speaker: Heather Noonan, vice president of advocacy, League of American Orchestras
Getting the Most Out of the IMA and Your Current Media Agreements

When was your orchestra’s last webcast? Do you have a local radio broadcast series? Are you missing important opportunities afforded to your orchestra through current media agreements? We are all working hard to make our orchestras more visible and active in our communities but are you unsure about pursuing ideas or participating in particular media opportunities? Ask your questions, learn about case studies from your colleagues and have your questions answered by the experts.

Moderator: Adam Crane, vice president of external affairs, New York Philharmonic; Panelists: Bill Thomas, executive director, New York Philharmonic; Denise McGovern, vice president of communications, Dallas Symphony Orchestra; Joe Kluger, principal, WolfBrown and consultant, Electronic Media Association

This is a joint session for Artistic Administrators, General Managers / Operations Managers, Marketing, and Public Relations

Artistic Administrators constituency meetings generously sponsored by The Arts Firm.

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