League of American Orchestras
2018 National Conference

General Managers & Operations
Constituency Agenda
Constituency Liaison: Stephen Alter
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All meetings take place in the Palmer House Hilton Hotel
unless otherwise indicated.

Wednesday, June 13

2:30pm-2:45pm
Welcome & Introductions
Salon 2, Third Floor

2:45pm-3:30pm
Mentoring Your Staff – Building the Next Generation of Leaders
All good leaders will tell you that part of their job is to guide the way for the leadership of the future. With that in mind, any long-term strategy that doesn't include a healthy investment in the next generation of leaders is missing a key ingredient. Participate in a guided discussion on how to engage and mentor your staff.
Co-moderators: Bruce D. Thibodeau DBA, president, Arts Consulting Group; Steven Brosvik, chief operating officer, Nashville Symphony

3:30pm-4:00pm
Peer-to-Peer Idea Exchange
Salon 2, Third Floor
Share your top of mind issues and questions for peer-to-peer idea exchange. Participants are encouraged to make plans to connect and follow up with each other on topics of shared interest.

Friday, June 15

11:00am-11:15am
Advocacy/Policy Updates
Wabash Room, Third Floor
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

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

11:15am-12:15pm 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

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General Managers & Operations Meetings are generously sponsored by Threshold Acoustics.

Additional Support for Conference Registration provided by boomerang carnets.

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