League of American Orchestras  
2018 National Conference

Marketing Staff Groups 1-2  
Constituency Agenda  
Constituency Liaison: Stephen Felter  
sfelter@americanorchestras.org

All meetings take place in the Palmer House Hilton  
unless otherwise indicated.

The Marketing Constituency Track is generously sponsored by  
SD&A Teleservices.

Name badges for this event generously provided by  
TALASKE I Sound Thinking.

Wednesday, June 13

2:30pm-3:45pm  
Roundtable Time  
Logan Room, Third Floor  
Agenda determined by confirmed marketing staff registrants  
surveyed prior to Conference.

Thursday, June 14

2:15pm-2:45pm  
Can 100% Digital Marketing Work for Your  
Organization?  
The Phoenix Symphony allocated all of its single ticket  
advertising budget to digital for the 2017-2018 season. Learn  
how the Symphony used data and experimentation to arrive  
at this progressive budget. Discover how this real live case  
study is playing out with $4,000,000 in annual ticket sales on  
the line—hint: record breaking results.

Presenter: Todd Vigil, chief marketing officer, Phoenix  
Symphony
Q&A with Capacity Interactive
Come with questions for representatives of Capacity Interactive, a digital marketing consulting firm which partners with leading arts and cultural organizations in the U.S and internationally to help them build audiences, engage community, and market smarter. Practice areas include digital advertising, web analytics, search engine optimization, search engine marketing, email strategy, and online fundraising.

Presenters: Ashley Dunn Gatterdam, vice president, Client Strategy; Shira Dickstein, director of business development, and Becky Ludkiewicz consultant

A choice of sessions

Effective Collaboration for Audience Expansion, Audience Development, and Brand Building
This session will begin by reflecting on the ways that Marketing and Education & Community Engagement contribute to the achievement of our organizations’ goals and priorities. Acknowledging that we have distinct roles and typically think differently about our audiences, where are there, in fact, intersections and how does a more expansive view of “audience” help to achieve our larger organizational goals? The presentation and discussion will be rooted in our work and our curiosities about future work. We will highlight examples of creative and effective collaboration between Marketing and EdCE, providing practical ideas that attendees can take away and space for constructive conversation among colleagues from the same orchestras.

Speakers: Laura Reynolds, VP education & community engagement, Seattle Symphony; Elisabeth Madeja, director, marketing, Chicago Symphony Orchestra; Charlie Wade, senior vice president of marketing & business operations, Seattle Symphony; Jon Weber, director, school & family programs, Chicago Symphony Orchestra

This is a joint Session with EdCE and Marketing 3-8
11:00am-11:15am  
**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_

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

11:15am-12:30pm  
**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