League of American Orchestras
2018 National Conference

Public Relations
Constituency Meetings
Constituency Liaison: Rachelle Schlosser
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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 9, Third Floor

Introductions; “Burning Issues” Roundtable Discussion

Celeste Wroblewski, vice president, marketing and communications, League of American Orchestras; Rachelle Schlosser, director, media relations and communications, League of American Orchestras; Rachelle Roe, director of public relations, NSO & Classical, The John F. Kennedy Center for the Performing Arts

Thursday, June 14

2:15pm-3:30pm

Please join your peers in one of two pertinent Elective sessions:

State Ballroom
Fourth Floor

Artists, Repertoire, and Diversity
How can orchestras balance the imperative to include under-represented artistic voices—composers, soloists, and conductors—with perceived or demonstrated competing preferences of core audiences? We will look at experiences of a few orchestras on this journey and delve into interactive discussions about how to navigate this tension.

OR

Honore Ballroom
Lobby Level

Beyond the Org Chart: Everyone Leads
This session explores how leaders of all stripes can advance complex projects no matter where they are in the organizational chart. Through insights from experts inside and outside of the field, participants will learn how to build a portfolio of interpersonal skills—such as negotiation, influence, and executive presence—that can maximize their effectiveness as a leader.
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*

11:15am-12:30pm
Wabash Room, Third Floor

**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

_Name badges for this event generously provided by TALASKE | Sound Thinking._