

Midwinter Managers Meeting Agenda – Group 1

Constituent Liaison: Simon Woods, President, and CEO
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Meeting Location: DoubleTree Suites by Hilton Hotel Detroit Downtown - Fort Shelby
525 W Lafayette Blvd, Detroit, MI 48226

Sunday, January 28, 2024

Group 1 Meeting - all times below are Eastern

12:00pm-6:00pm

Registration

Crystal Ballroom Foyer – Conference Center Level

1:00pm-3:30pm

Group 1 Meeting

Fort Brady – Conference Center Level

1:00pm-2:20pm

Welcome, Introductions, and Round Robin

- What's keeping you up at night?
- What recent wins or successes are encouraging you?

2:20pm-2:30pm

Short Break

2:30pm-3:30pm

A Conversation with [Matthew VanBesien, President of UMS](#) and [Marcus Collins, Clinical Assistant Professor of Marketing](#), Ross School of Business, University of Michigan.

3:30pm-4:00pm

Break

4:00pm-5:30pm

General Session: Meaning More to More People

Crystal Ballroom – Conference Center Level

For orchestras to build vibrant and sustainable futures, we must grow our communities of engagement and support. Traditional tools for achieving this include audience development, artistic planning, community engagement, civic engagement, fundraising, and education. At their core, these tools all contribute to the aspirational goal of *meaning more to more people* and they are most powerful when used in combination.

Ellen Hill Zeringue (Vice President and Chief Marketing Officer, The Henry Ford) will lead a discussion with Karisa Antonio (Senior Director of Social Innovation and Learning, Detroit Symphony Orchestra),

Randy Wong (President & CEO, Hawaii Youth Symphony), and Trent Rash (Executive Director, The Missouri Symphony) to explore how orchestras can holistically pursue this critical goal.

5:30pm-6:30pm

Welcome Reception

7:00pm

Group Dinner

SheWolf Pastificio & Bar
438 Selden St, Detroit, MI 48201

Available Coffee

There will be complimentary coffee available by Registration at the following times:

12:30pm-1:30pm

3:20pm-4:20pm

Monday, January 29, 2024

7:30am-11:00am

Registration

Crystal Ballroom Foyer – Conference Center Level

8:00am-9:00am

Breakfast

Crystal Ballroom – Conference Center Level

9:00am-4:00pm

Group 1 Meeting

Fort Brady – Conference Center Level

9:00am-10:45am

Follow up on Marketing Discussion from Sunday

Campaigns and Fundraising

- How big is your campaign and how is structured between annual operations, endowment, capital projects, planned, other?
- What is your key messaging?
- Is it going according to plan? What is your experience so far?
- How are donors reacting to it? Are you experiencing donor fatigue?
- What are your plans at the end of the campaign?
- What concerns and successes can you point to?
- Q & A

10:45am-11:00am

Break

11:00am-12:00pm

Updates

- OMLA – Jonathan Martin
- Advocacy Update – Heather Noonan
- New projects – Simon Woods
- League Funding Initiative – Simon Woods and Alan Valentine

12:00pm–1:30pm

Lunch on your own

1:30pm–3:00pm

Pathways to the Orchestra Profession

Fort Brady – Conference Center Level

- New initiative to build discussion forum with Youth Orchestras and Conservatories – Jonathan Martin / Jim Roe / Lindsey Nova / Simon Woods
- Report from Equity Arc Atlanta convening – Jennifer Barlament / Caen Thomason-Redus

3:00pm–4:00pm

Left open for other discussion topics as agreed

Fort Brady – Conference Center Level

4:00pm–5:00pm

Cross-Constituency Debrief – Officers Only

Fort Drummond– Conference Center Level

Available Coffee

There will be complimentary coffee available by Registration at the following times:

10:00am–11:15am

1:15pm–2:30pm

Generous support for the League’s Midwinter Managers Meeting provided by:

*The Wallace Foundation – Opening Session funder
Boomerang Carnets | CIB – Sunday Evening Reception Sponsor
Sametz Backstone Associates – General Support*

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.*