

Midwinter Managers Meeting Agenda – Group 2

Constituent Liaison: Heather Noonan, Vice President for Advocacy
hnoonan@americanorchestras.org

Meeting Location: DoubleTree Suites by Hilton Hotel Detroit Downtown - Fort Shelby
525 W Lafayette Blvd, Detroit, MI 48226

Sunday, January 28, 2024

Group 2 Meeting - all times below are Eastern

12:00pm-6:00pm

Registration

Crystal Ballroom Foyer – Conference Center Level

1:00pm-1:15pm

Welcome and Introductions

Fort Lernoult – Conference Center Level

1:15pm-2:15pm

Consumer Behavior and Brand Strategy

Fort Lernoult – Conference Center Level

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

2:15pm-3:30pm

Innovation: Audience Development and Civic Engagement

Fort Lernoult – Conference Center Level

Consider new approaches that could be replicated or adapted as we hear from several Group 2 peers that have innovative artistic and audience development efforts underway to reach new audiences. Presenters include Gabriel van Aalst of the New Jersey Symphony, Jennifer Boomgaarden Daoud of the Omaha Symphony, David Fisk of Charlotte Symphony, Lacey Huszcza of the Richmond Symphony, David Sned of the Handel and Haydn Society, Zak Vassar of Toledo Symphony, and more.

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

Terrace Room – Terrace Level

7:00pm

Group Dinner

The Apparatus Room

250 W Larned Street

Detroit, Michigan 48226

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-9:30am

Greeting and League Update

Fort Lernoult – Conference Center Level

9:30am-10:15am

Pathways to the Orchestra Profession

Fort Lernoult – Conference Center Level

Contribute your thoughts in a conversation with Orchestra of St. Luke's Jim Roe, Cincinnati Symphony Orchestra's Jonathan Martin, Lindsey Nova of the Three Rivers Young Peoples Orchestras, and the League's Simon Woods about the potential to shape a pathways discussion forum across orchestras, youth orchestras, and conservatories.

10:15am-10:30am

Break

- 10:30am-12:00pm** **State of Field: League Group 2 Financial and Operating Data Presentation**
Fort Lernoult – Conference Center Level
- What does the latest data suggest for near-term and long-range planning? A peer conversation about the headwinds and tailwinds for your orchestra will follow a review of the latest OSR data by League Vice President for Research and Resources Dr Karen Yair.
- 12:00pm-1:30pm** **Lunch on your own**
- 1:30pm-3:00pm** **Leadership, Governance, and Trust in a Time of Change**
Fort Lernoult – Conference Center Level
- Join a conversation about strategies for building resilient and productive partnership among executives and board leaders as orchestras manage rapid change, moderated by League Director of Learning and Leadership Programs David Styers, a former Senior Governance Consultant for BoardSource.
- 3:00pm-4:00pm** **Open Chat:**
Fort Lernoult – Conference Center Level
- Return to key topics that surface while meeting.
- 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.*