

Midwinter Managers Meeting Agenda – Group 7-8

Constituent Liaison: Najean Lee
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Meeting Locations: DoubleTree Suites by Hilton Hotel Detroit Downtown - Fort Shelby
525 W Lafayette Blvd, Detroit, MI 48226

Sunday, January 28, 2024

Group 7-8 – all times below are Eastern

12:00pm-6:00pm

Registration

Crystal Ballroom Foyer – Conference Center Level

1:00pm-1:30pm

Welcome & Intros, Setting the table

Fort Gratiot – Conference Center Level

1:30pm-2:20pm

Community Engagement

Fort Gratiot – Conference Center Level

Do you have chamber concerts in a local restaurant, have a booth at a local farmers market, or collect donations for the food bank in the lobby at your concerts? This is a time to learn from each other about partnering with other businesses and nonprofits in our region to further our reach and impact. What works, what hasn't? Have you found helpful partners along the way or made some surprising discoveries?

2:20pm-2:30pm

Break

2:30pm-3:30pm

Your Board's Role in Fundraising

Fort Gratiot – Conference Center Level

David Styers, League of American Orchestras

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 (Optional, dutch pay)

Cibo – please [notify Najean](#) by 1/19/24 if you'd like to join

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-9:20am

General session debrief

Fort Gratiot – Conference Center Level

9:20am-10:20am

Beyond “On Pitch”: Crafting Your Brand Messaging Framework

Fort Gratiot – Conference Center Level

Ronni Reich will share strategies and tools to help you develop a messaging framework that effectively and compellingly communicates who you are, what you do, for whom and why different audiences should engage. This informal workshop will walk managers through the process of crafting core messaging concepts or "storylines," and both high-level and constituent-specific messages—and will include take-home worksheets to help you create your own. Ronni will also discuss how to disseminate your new messaging to your board and ambassadors.

Ronni Reich, Senior Strategist, Sametz Blackstone Associates

10:20am-10:30pm

Break

10:30am-12:00pm

Musician Engagement

Fort Gratiot – Conference Center Level

Are you utilizing your musicians beyond the stage? Musicians can serve on your board, on a committee, attend community events, meet with donors, the list goes on. What are effective ways to engage your musicians to further your mission? And how do you gauge their interest and suitability for different roles? Let's discuss!

12:00pm-1:30pm

Lunch on your own

1:30pm-2:50pm

Fundraising Trends and Strategies

Fort Gratiot – Conference Center Level

A pandemic, new funder priorities and granting styles, changes in patron expectations, social good: these factors and more can rapidly impact an organization's environment and financial footing. What do various events of the last few years suggest when it comes to our fundraising strategies? What changes have we seen (for good or bad) and what new strategies might we need to adopt or accelerate? Colleen McLellan and Alex Kapordelis from the Detroit Symphony Orchestra will lead an informed conversation about big picture trends, fundraising options and strategies, and help assess the best return on investment for the small budget orchestra manager.

Alexander Kapordelis, Senior Director of Advancement, Detroit Symphony Orchestra and Colleen McLellan, Director of Institutional & Legislative Partnerships, *Detroit Symphony Orchestra*

2:50pm-3:00pm

Break

3:00pm-3:50pm

Advancing Constituency Learning and Engagement

Fort Gratiot – Conference Center Level

Looking back on the past day and a half of Midwinter and year-round peer engagement to date, what are some key takeaways that are most valuable and how do you envision putting some learning into use? What are priority topics to explore next, whether in a peer call or in Houston at the League Conference? What new ways of connecting would be both appealing and possible in your limited time?

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.*