



# THE FUTURE-FACING ORCHESTRA MARKETER:

AI for Strategy, Not Just Tactics

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League of American Orchestras Conference



# HELLO!



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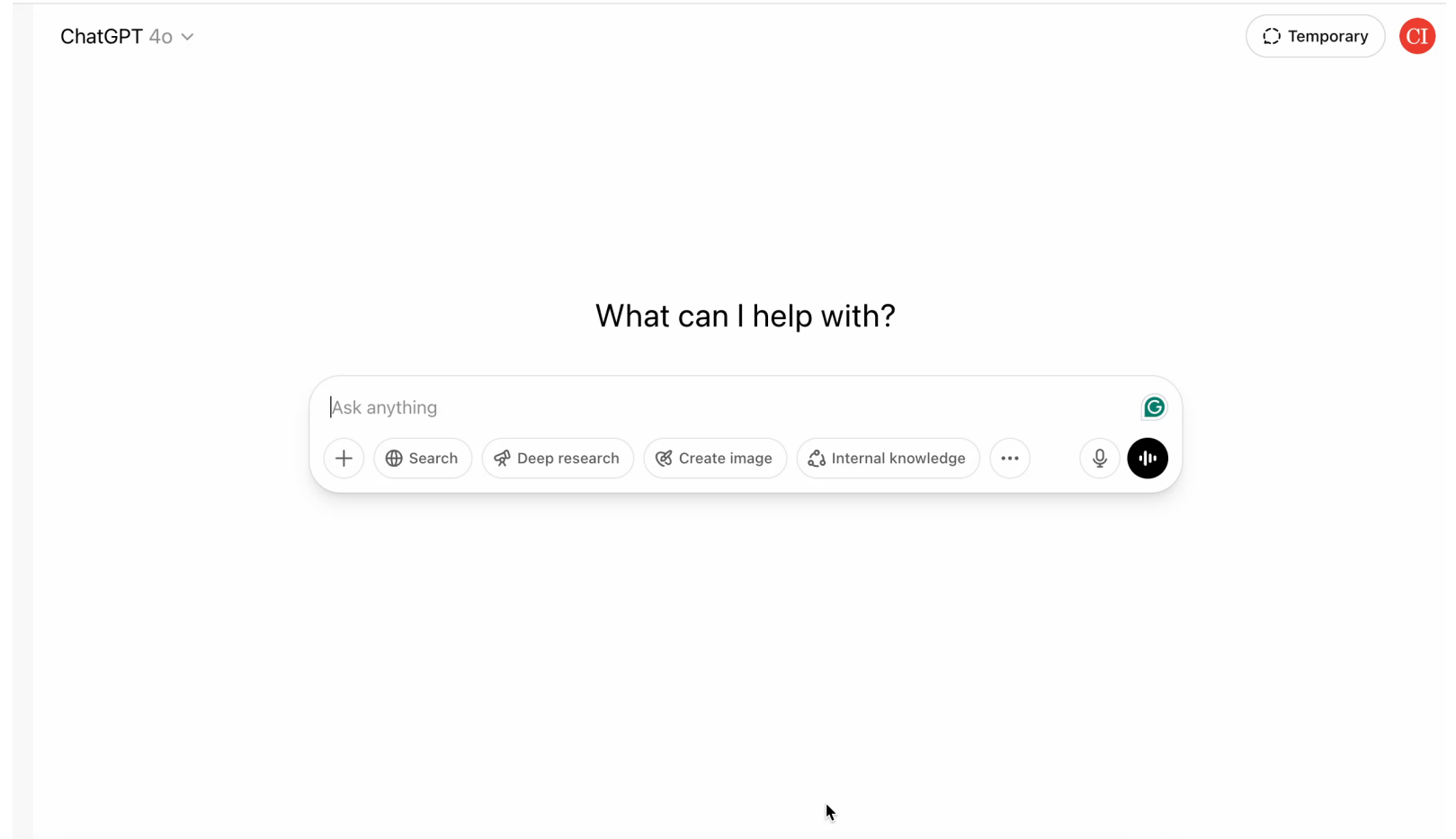


Dan Titmuss  
Senior Consultant, SEO

**We aren't here to convince you  
about AI.**



AI is usually  
thought of as a  
time saving tool.





But what if it could be even  
more?





# Why do we work in the arts?





GUIDING PRINCIPLE



OF AI IN THE ARTS

# **HUMAN-CENTERED, ETHICALLY GROUNDED AI USAGE**

# WHAT DOES AI IN THE ARTS MEAN IN PRACTICAL TERMS?



# Don't ask for outputs that imitate real artists.

It's not fair, and it's not aligned with how we value creative labor.

**IN PRACTICAL TERMS**





# Use AI to support our designers and writers, not replace them.

It's a tool for momentum, not a  
shortcut around people.

**IN PRACTICAL TERMS**





# Stay mindful of compute.

Start new chats when you don't need history, and avoid over-generating just to explore.

**IN PRACTICAL TERMS**





# Be conscious of bias—what's left out matters.

Watch for defaults in personas, tone, images, and assumptions about who your audience is.

**IN PRACTICAL TERMS**





# HOW TO USE AI TO THINK MORE CLEARLY.

Some examples we are going to work through.

**LANDSCAPE ANALYSIS**

**PROGRAMMING POSITIONING**

**CROSS-PROMOTION STRATEGY**

# Landscape Analysis



DONATE

EVENTS & TICKETS

EXPERIENCE

EXPLORE

EDUCATION

SUPPORT

## BEETHOVEN EMPEROR PIANO CONCERTO FEATURING BRONFMAN

June 5, 7 & 9

INFO & TICKETS





# Prompt 1

This prompt will:

Effectively run landscape analysis on similar organizations to Baltimore Symphony Orchestra.

Gives the LLM the role of cultural researcher.

Calls out the orchestras to evaluate.

Clarifying that it is a 2024/25 season analysis.

Audience messaging, tone, value propositioning, and themes.

All based on real, public-facing information.

Defines the output: Research Paper.

**LANDSCAPE ANALYSIS**

## Prompt 2

This prompt will:

Find the messaging and positioning gaps based on the landscape insights that we generated from the last prompt.

Gives the LLM the role of expert marketer.

Confirms the BSO as our organization.

Based on insights, identifies strategic gaps and opportunities compared to the other three orchestras.

Surfaces actionable opportunities.

Defines the output: Defined Sections.

**LANDSCAPE ANALYSIS**



# Tchaikovsky Spectacular

[Return to Calendar Listing](#)

**Classical Collection, SummerFest Series**

The BSO brings the drama in an all-Tchaikovsky program that includes the *Romeo and Juliet* Fantasy-Overture, *Marche slave*, the *1812*, *Overture solonelle*, and his 2nd Piano Concerto performed by Maxim Lando.



Saturday, August 2, 2025  
7:30PM

Tchaikovsky  
Spectacular

[Purchase Tickets](#)

Joseph Meyerhoff Symphony Hall



# Prompt 1

This prompt will:

Identify audience sentiment for BSO and the *Tchaikovsky Spectacular* concert.

Gives the LLM the role of cultural researcher.

Uncovers real world perceptions, values, motivations and barriers for the organization and concert.

Analyzes the last two years.

Assesses who is talking about the topic and why they chose the experience.

Defines the output: Research Paper.

**PROGRAM POSITIONING & STRATEGY**



## Prompt 2

This prompt will:

Create audience personas and content hooks for *Tchaikovsky Spectacular* based on the previous output.

Gives the LLM the role of marketing expert.

Gives context on the campaign.

Requests the 2 personas who are most likely to buy tickets to the show, based on a rubric.

Creates three potential content hooks to position the content for each persona.

Defines the output: Persona and Content Hooks.

**PROGRAM POSITIONING & STRATEGY**

## Prompt 3

This prompt will:

Generate ads for each audience with 3 content hooks each for *Tchaikovsky Spectacular*.

Gives the LLM the role of copywriter.

Shares the target audiences and content hooks.

Specifies Facebook best practices and the mechanics of a Facebook ad.

Defines the output: Three ads for each of the two audiences.

**PROGRAM POSITIONING & STRATEGY**



# Cross-Promotion Strategy



melds Viennese sophistication with musical heroism amidst the backdrop of the Napoleonic Wars. Smetana's patriotic tribute to his homeland solidified his reputation as the "father of Czech music," a rousing and lush ode to the rivers and mountains surrounding Prague, culminating in a triumphant hymn. Composer in Residence James Lee III unveils the world premiere of his BSO-commissioned Concerto for Orchestra, channeling his own love of Baltimore in a daring and evocative new work.

Thursday, June 5, 2025 7:30PM	Beethoven Emperor Piano Concerto featuring Bronfman Joseph Meyerhoff Symphony Hall	Purchase Tickets	>
Saturday, June 7, 2025 8:00PM	Beethoven Emperor Piano Concerto featuring Bronfman Music Center at Strathmore	Purchase Tickets	>
Sunday, June 8, 2025 3:00PM	Beethoven Emperor Piano Concerto featuring Bronfman Joseph Meyerhoff Symphony Hall	Purchase Tickets	>



**UPFRONT PRESENTS DANNY GO!**  
***Presenters Collection, Live at the Meyerhoff***  
Danny Go!" is a live-action educational children's show filled with music, movement and silliness. Created in 2019 by 3 childhood friends in Charlotte, North Carolina, the show inspires learning and off-the-couch exercise for kids ages 3 to 7.

Saturday, June 7, 2025 12:00PM	Upfront Presents Danny Go! Rentals	Ticketmaster	>
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# Prompt 1

This prompt will:

Help identify cross-marketing opportunities between concerts.

Gives the LLM the role of audience expert.

Shares information about the season.

Clarifies the goal.

Creates a rubric for crossover.

Defines the output: Rubric crossover recommendation.

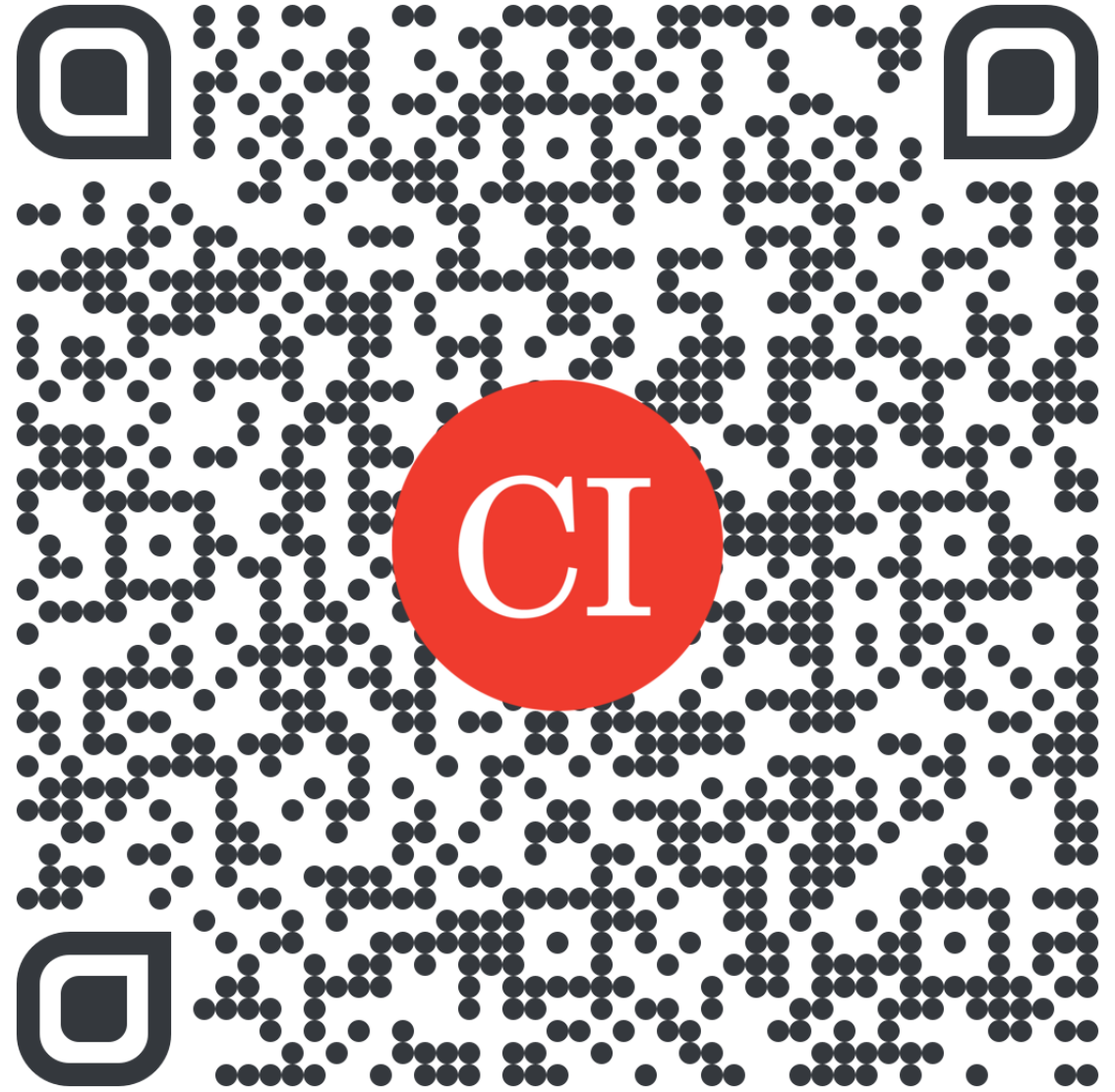
**CROSS-PROMOTION STRATEGY**





The final piece of the puzzle in  
all of these is human touch.

# Timely and Relevant Resources








# Thank you!

Any questions?

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 /CapacityInteractive

 CapacityInteractive

 /capacity-interactive

