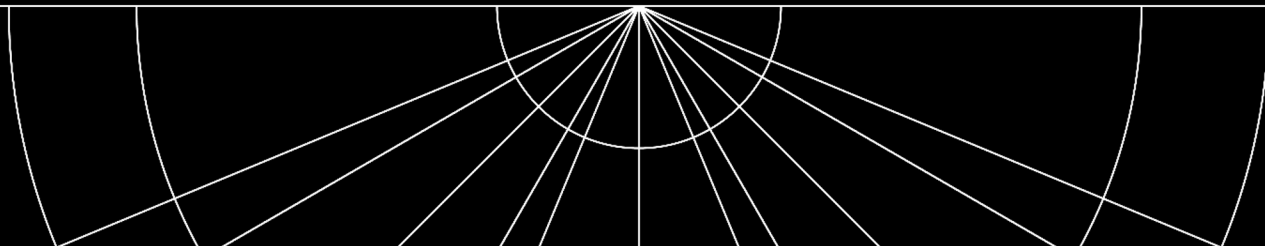


PERMISSION TO WONDER

Rethinking Orchestra Marketing
in the Age of AI

June 2026

CAPACITY

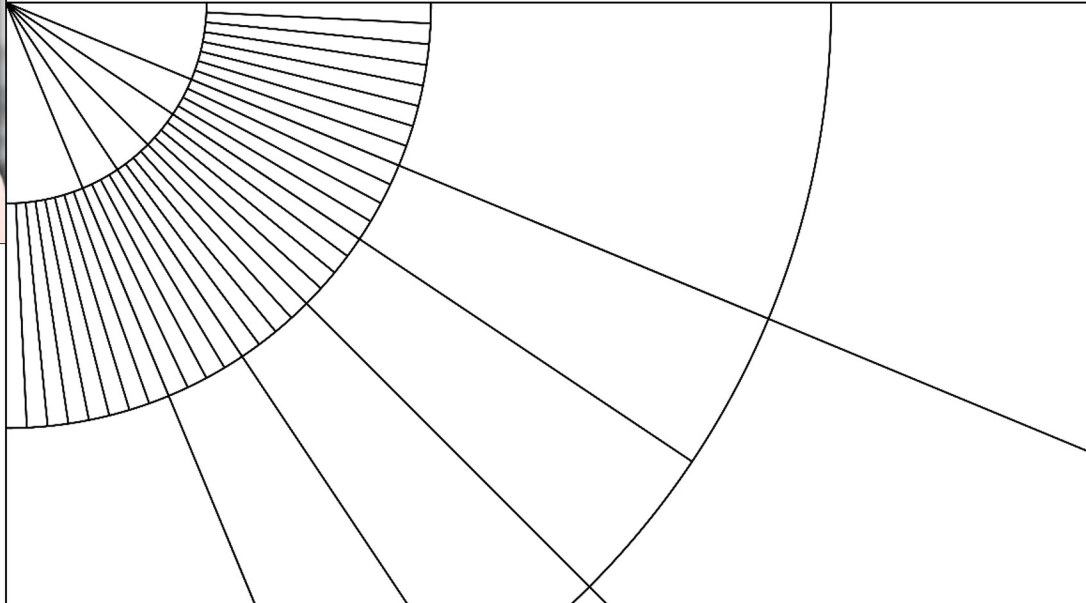




Meet Your AI Guide

Jen Taylor

Vice President,
Strategic Growth &
AI Activation





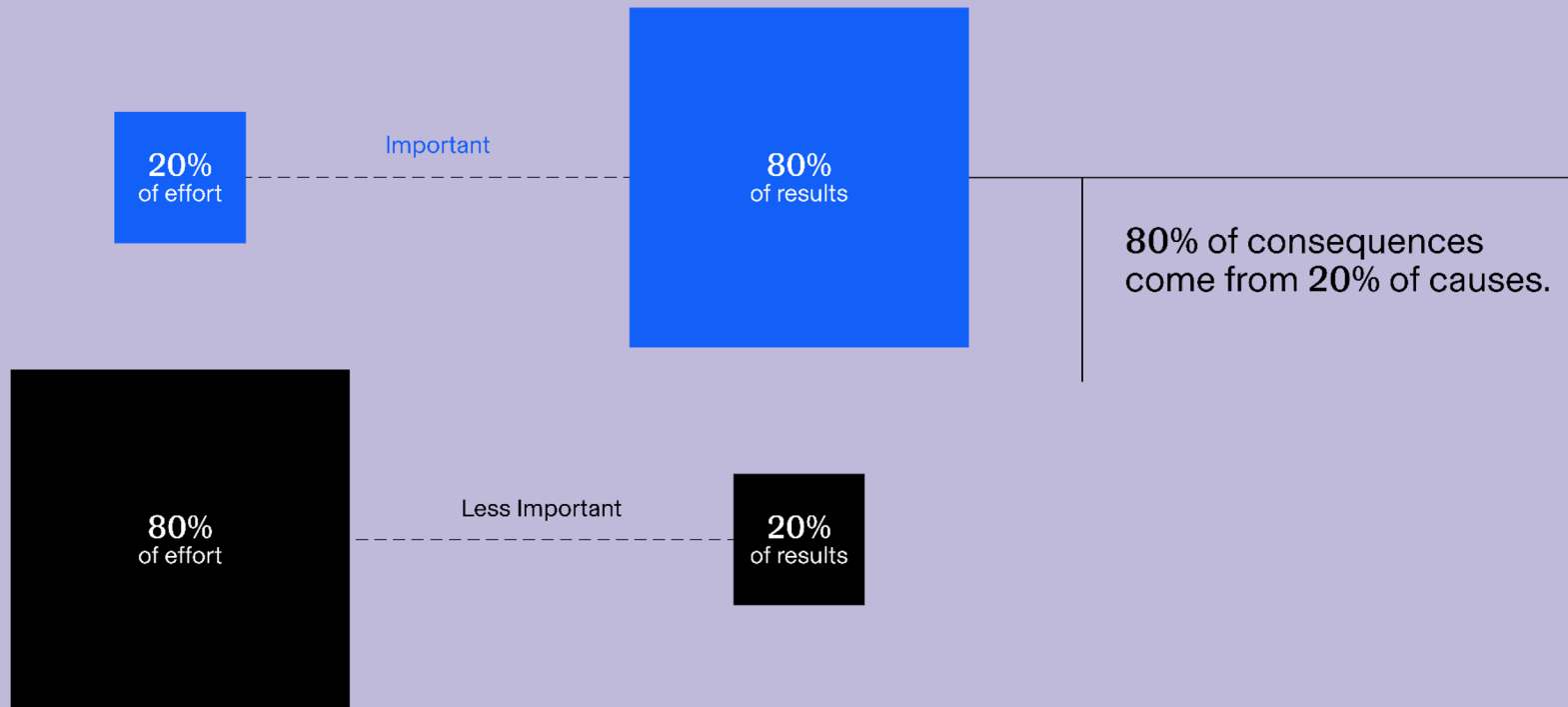
Strategy

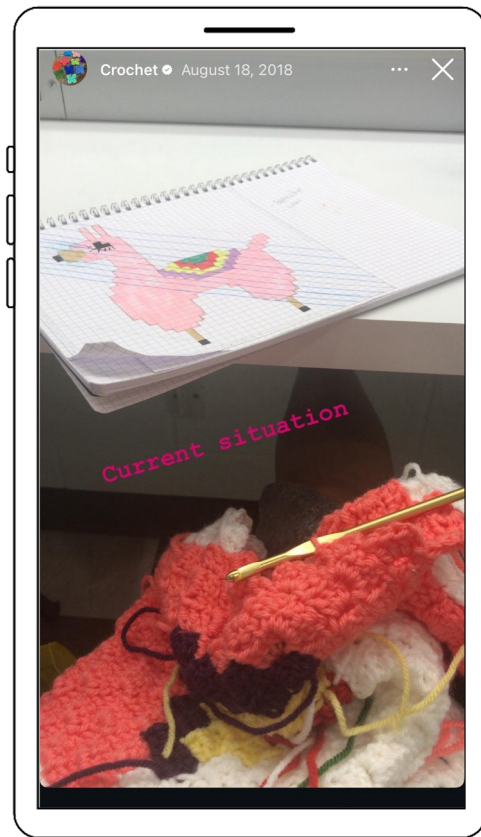


Your Compass



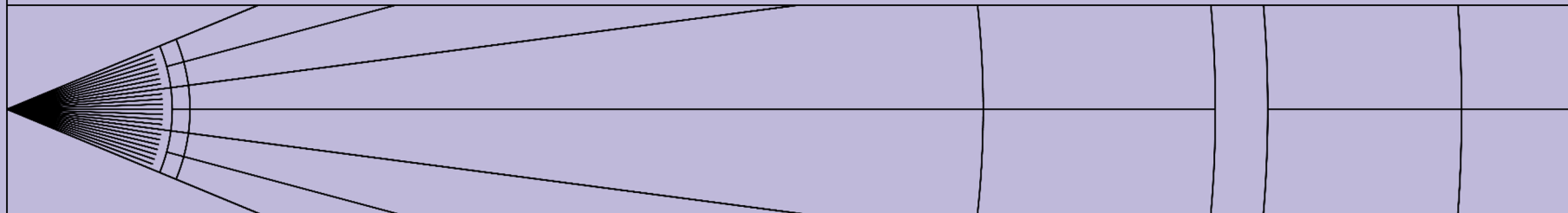
The Pareto Principle





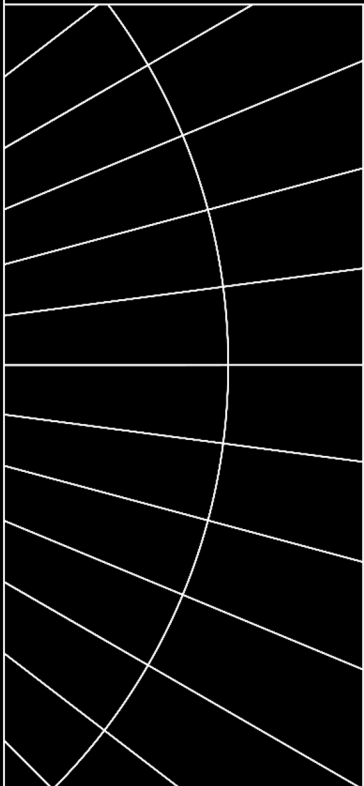


Can we build a culture
where trying is valued as
much as knowing?



The Expectation Gap

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What Audiences Expect:

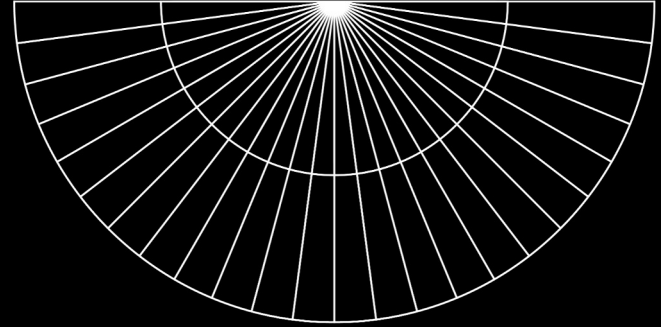
- Instant answers
- Personalized experiences
- Fresh, relevant content

What Most Teams Have:

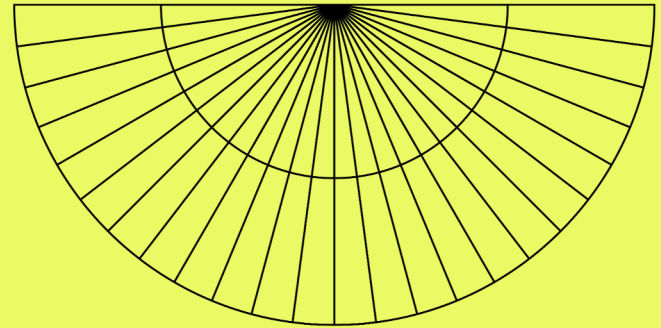
- Outdated workflows
- One-size-fits-all messaging
- Reactive content cycles

Two Choices

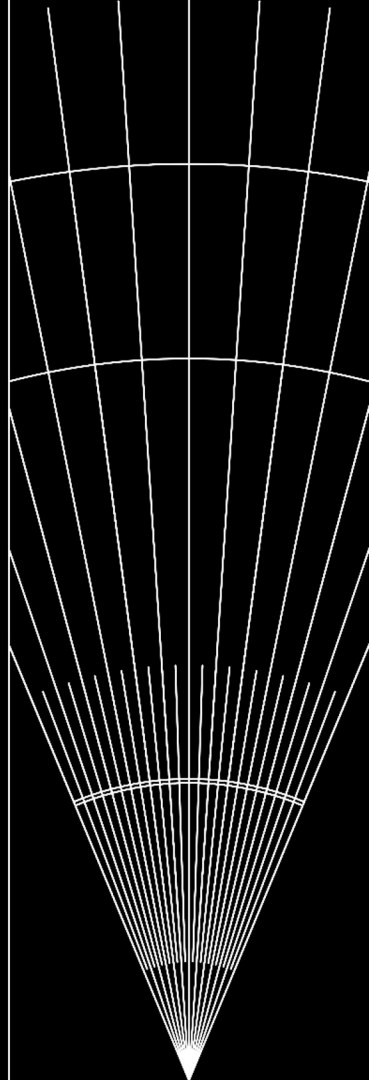
REACTIVE



STRATEGIC



Human Creativity at the Center



Leading with Ethics

You choose how to use AI—thoughtfully, responsibly, and in alignment with your values.

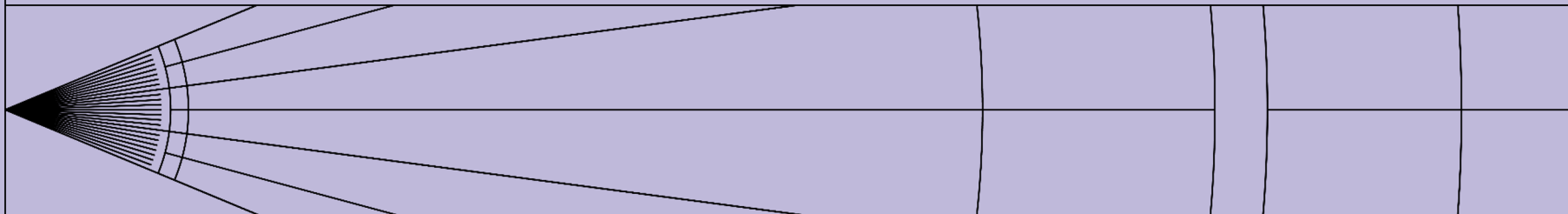
**RESPECT
CREATIVE
OWNERSHIP**

**PROTECT
CREATIVE
LABOR**

**KEEP
HUMANS IN
THE LOOP**

What if...

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Case Study

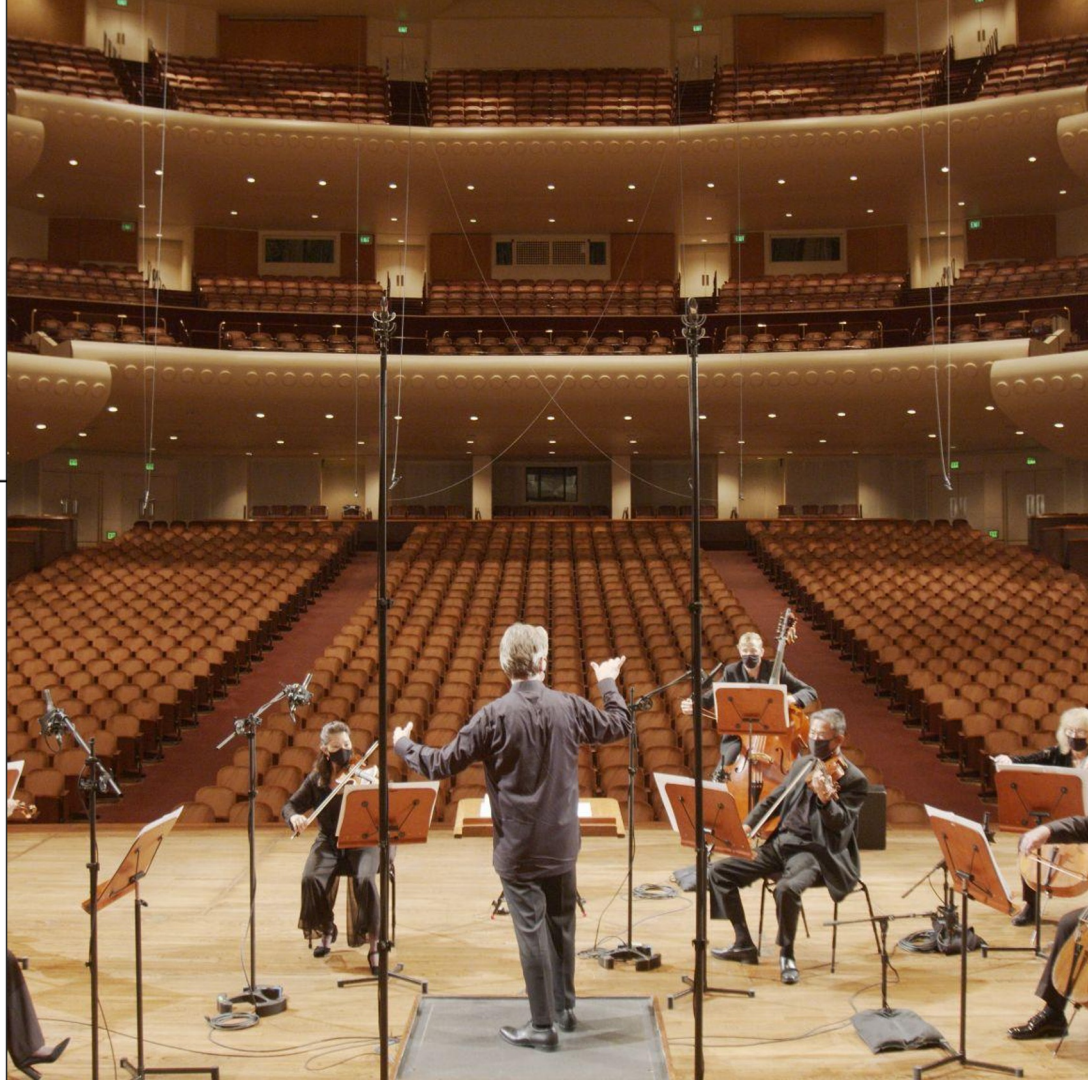
San Francisco Opera

CAPACITY



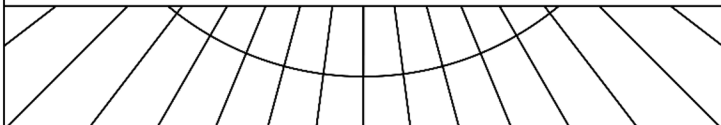
Tool in Action

San Francisco Symphony



7 Wonders of the AI World

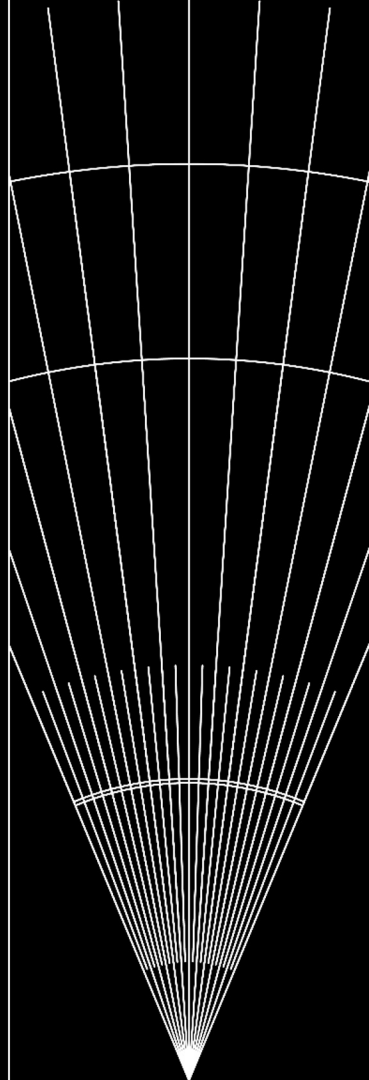
1. Challenge Assumptions
2. Ask Better Questions
3. Empathize More Deeply
4. Design With Constraints
5. Imagine Alternatives
6. Hold Complexity
7. Choose Intentionally



1. CHALLENGE ASSUMPTIONS

What if we've been wrong all along?

I believe young
people don't
donate.



When we challenge assumptions...

we see new possibilities.

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Reveal Overlooked Audiences

- Identify emerging donors, visitors, or segments that don't fit old patterns.

Rethink Creative Strategy

- Use audience insights to evolve messaging and tone.

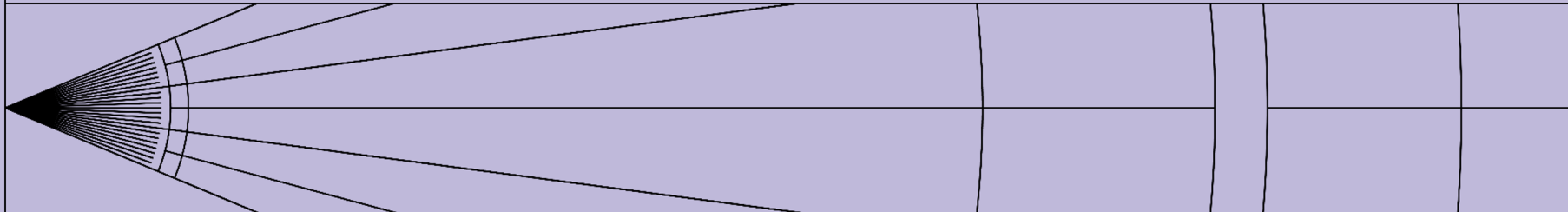
Refocus Investment

- Spend smarter by testing beliefs before scaling campaigns.

2. ASK BETTER QUESTIONS

Curiosity is a strategy.

Why aren't single ticket buyers subscribing?



When we ask better questions...

we get better strategy.

Sharper Insights

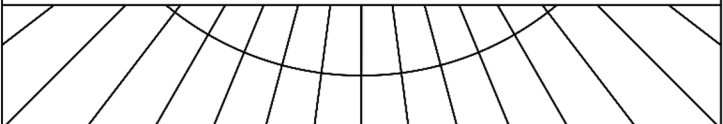
- Discover the “why” behind behavior, not just the “what.”

Faster Testing

- Use AI to brainstorm, validate, and refine campaign ideas in minutes.

Clearer Direction

- Turn curiosity into clarity, focusing energy on the most meaningful challenges.

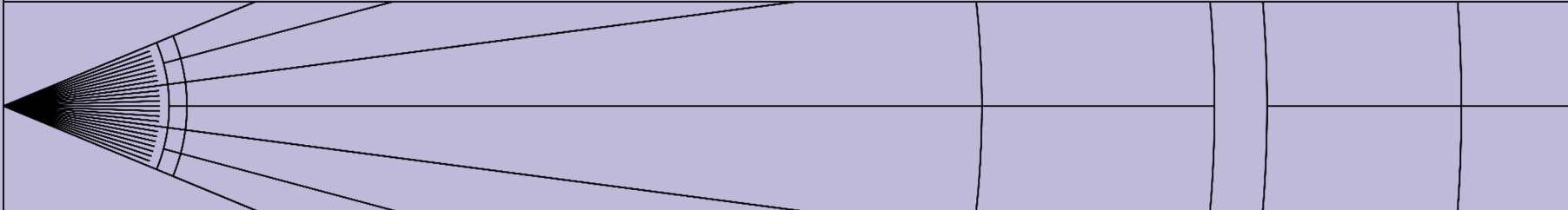


3. EMPATHIZE MORE DEEPLY

See through someone else's eyes.

Where is the ticket buyer friction?

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When we
empathize
more deeply...

we design more
meaningful experiences.

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Human-Centered Strategy

- Understand audience emotions and motivations before planning campaigns.

Better Creative Resonance

- Test tone, visuals, and copy for different audience types.

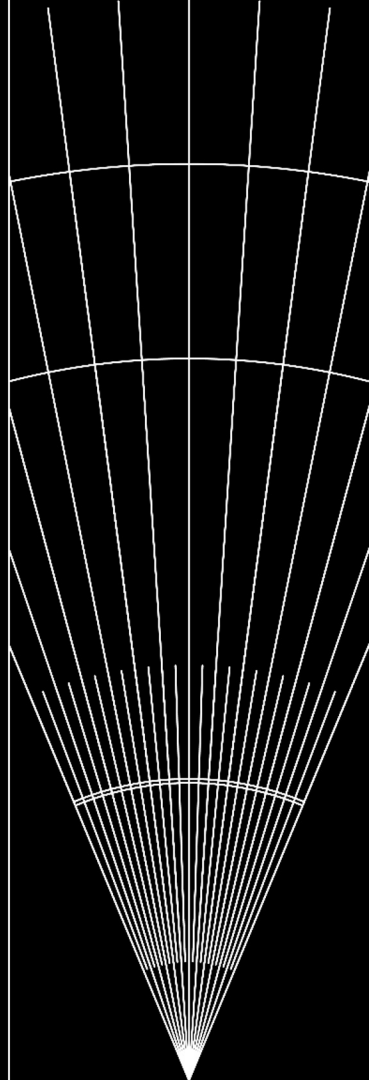
Inclusive Design

- Identify blind spots and barriers that keep people from engaging fully.

4. DESIGN WITH CONSTRAINTS

How might limitations become an advantage?

We don't have
artwork yet!



When we design with constraints...

we multiply possibility.

Creative Momentum

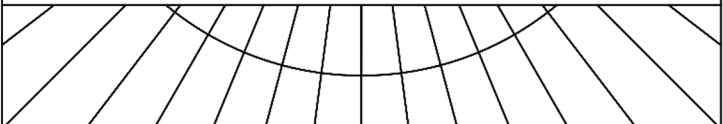
- Move from blank page to first draft faster, even with limited assets.

Collaborative Alignment

- Visualize ideas early to spark discussion with designers and stakeholders.

Resource Efficiency

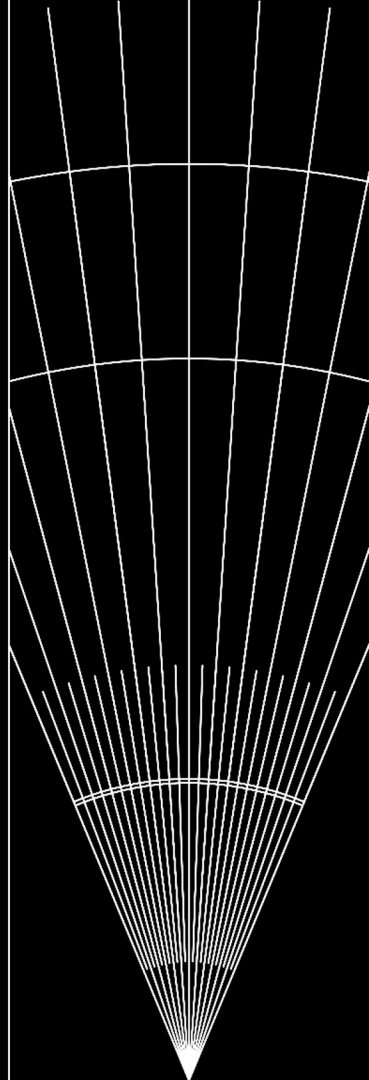
- Save time and production cost while maintaining artistic integrity.



5. IMAGINE ALTERNATIVES

What else could this look like?

Rethinking an Event



When we imagine alternatives...

we increase engagement
by avoiding sameness.

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Fresh Perspectives

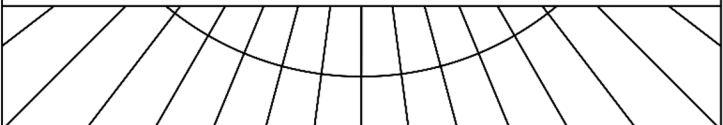
- Break out of creative ruts and rediscover your organization's voice.

Innovative Formats

- Explore new campaign structures, from TikTok storytelling to hybrid events.

Bold Experimentation

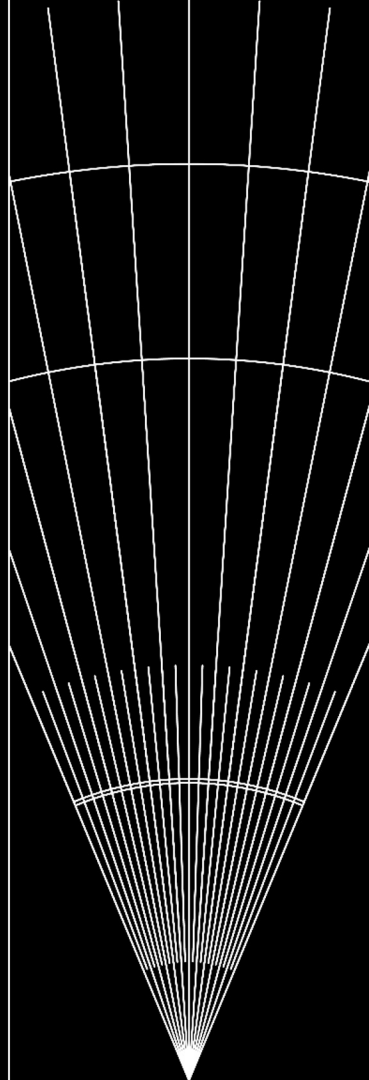
- Safely test unconventional ideas and stretch creative boundaries.



6. HOLD COMPLEXITIES

Balance competing truths.

Serving Multiple Audiences



When we hold complexity...

we design more thoughtfully.

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Audience Awareness

- Surface the needs and tensions across different user groups.

Balanced Decisions

- Design intentionally, knowing what you're prioritizing, and why.

Organizational Maturity

- Model comfort with nuance and empathy in creative decision-making.

7. CHOOSE INTENTIONALLY

Because you can, doesn't mean you should.

When we choose intentionally...

we lead responsibly.

Human Oversight

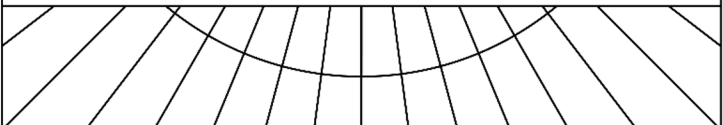
- People remain accountable for what AI creates, not the model.

Ethical Guardrails

- Use AI to assist creativity, never to imitate or exploit others.

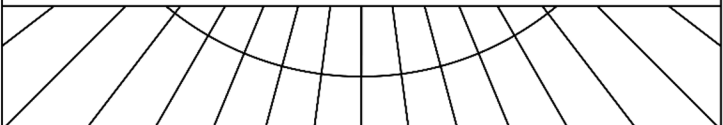
Values Alignment

- Let your mission, not convenience, guide when and how you use these tools.



7 Wonders of the AI World

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Your Map for What Comes Next

START
WITH ONE
QUESTION

SHAPE AN
EXPERIMENT

SHARE
WHAT YOU
LEARN

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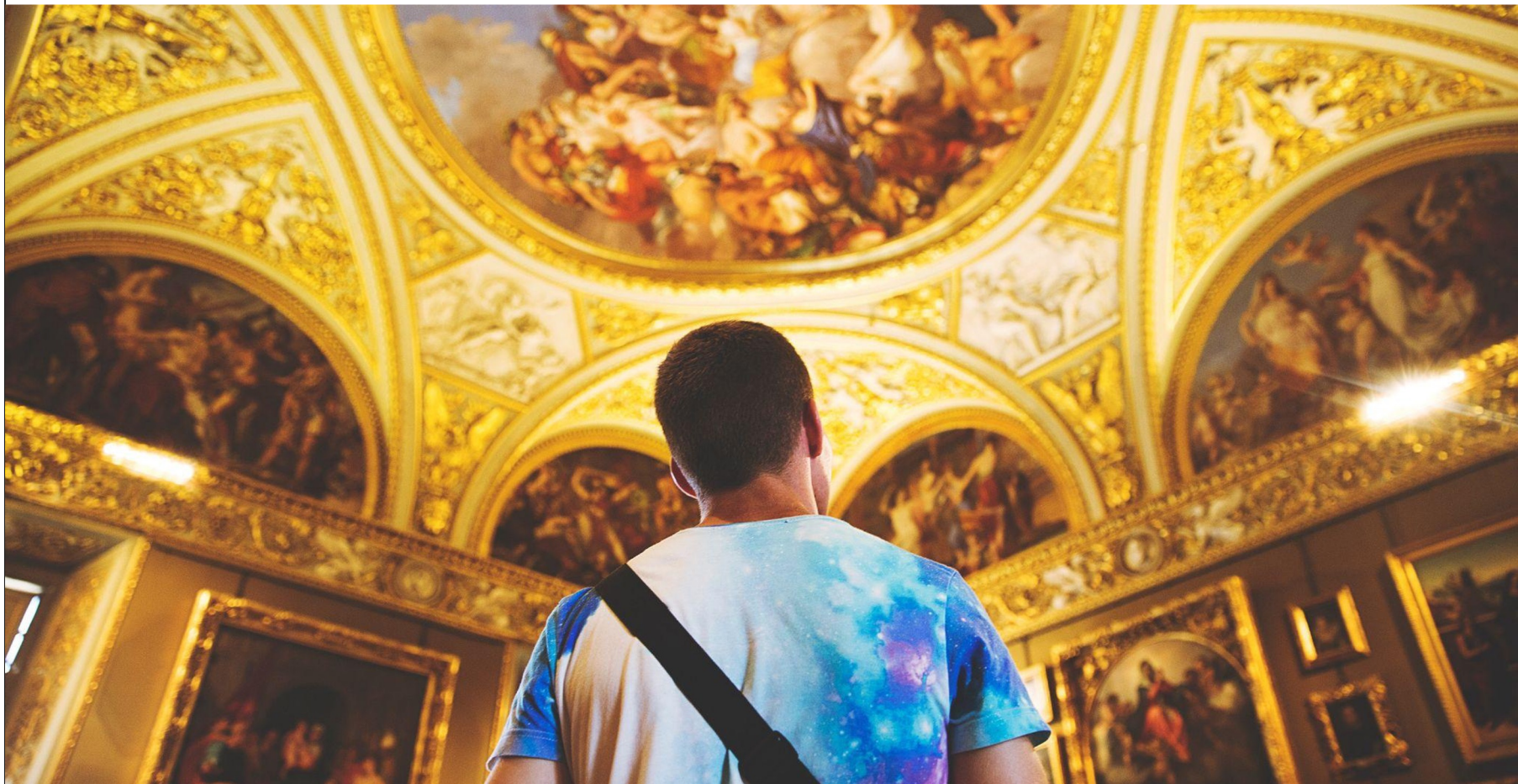
**SHAPE AN
EXPERIMENT**

**SHARE
WHAT YOU
LEARN**

Give Yourself Permission



I wonder...



Thank you!

Timely and Relevant Resources



jtaylor@capacityinteractive.com