

**Orchestra Leadership Academy
Putting Programming to Work**

June 18, 2013

The Hyatt Regency at the Arch in St. Louis
315 Chestnut Street, St. Louis, Missouri 63102

The overture-concerto-symphony format – is that a thing of the past? This seminar offers new strategies for creating artistic programming that is relevant for today's audiences and communities. You will learn how to make inspiring programs that drive sales growth, nurture local partnerships, and meet your artistic goals.

Faculty: Simon Woods, executive director, Seattle Symphony; former vice president of artistic planning, Philadelphia Orchestra

Tuesday, June 18, 2013

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| 8:00-8:30am | Welcome & Introductions |
| 8:30-9:00am | Drawing on Our Experience – What Makes a Great Program? |
| 9:00-9:30am | “Pure” Programming <ul style="list-style-type: none">• Historical context – <i>“it wasn’t always overture, concerto, symphony”</i>• Learning the rules so you can break them knowingly• Using new music creatively• Negotiating practical obstacles: operations, length, cost, choruses, etc. |
| 9:30-10:00am | Programing for Audiences <ul style="list-style-type: none">• What audiences are we addressing and what are their interests/priorities?• Baby boomers, GenX, and Millennials• Reflecting your city and environment• Balancing artistic and marketing goals• Leveraging partnerships |
| 10:00-10:15am | Break |

Overture

League of American Orchestras

10:15-11:45am	Designing a Four-Concert Season: A Planning Exercise
11:45am-12:15pm	Reflections <ul style="list-style-type: none">• Revisiting the attributes of good programming in the light of the “real-world” exercise.• What insights have we gained?
12:15-12:30pm	Closing Thoughts and Q & A
12:30pm	Adjourn

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