

League of American Orchestras
2013 National Conference

Constituency X Constituency Meetings

Tuesday, June 18

1:30pm – 3:15pm
Regency B, 2nd Floor

Option 1: Developing Strategic Pathways to Success

Long-term strategic planning may not always be the best approach for our rapidly changing times. Today's reality calls for quick response and adjustments, alternative scenario planning, and realistic assessment of goals, opportunities and potential outcomes. Too often, our planning ends up being a list of tasks to be completed rather than a strategic framework for institutional development. Join a lively conversation around what really comprises strategic thinking, how to develop individual and institutional discipline, and how to create a set of strategic priorities that shape planning. We will discuss, too, how board development and recruitment are a critical part of your larger strategic plan.

Cathy Maciariello, principal, HieroResources LLC

(A meeting of the Executive Directors, Groups 5-6 constituency group)

Mills 2, 4th Floor

Option 2: Best Practices in Direct Mail & Telefunding

What do orchestras need to be doing to increase their giving via direct mail and telefunding? What are the challenges and opportunities facing this type of fundraising, and what does the future of these methods look like? How do you integrate direct mail and telefunding into email campaigns, as well as a comprehensive development/marketing strategy?

Phil Miller, president, DCM Teleservices and Consulting for Nonprofits

(A meeting of the Development Managers, Groups 3-8 constituency group)

Sterling 3, 2nd Floor

Option 3: Exploring Cross-Cultural Engagement

The arts have long been known to unite people of different languages, cultures, socioeconomic statuses, and even stages of life. In this session, we'll take a look at what 2 orchestras do to engage cross-culturally in their communities, and we'll hear from American Voices, an organization that provides cultural exchange through the performing arts and education in nations emerging from

Orchestra

conflict and isolation. What might cross-cultural diplomacy look like in our own communities? What principles and practices might be transferable to the work that we do each day with our diverse youth, families and educators?

Sarah Burman, director of operations and education, South Dakota Symphony Orchestra; Anne Cushing-Reid, senior director of community engagement and learning, Cincinnati Symphony Orchestra; Marc Thayer, deputy director, Association of American Voices

(A meeting of the Education/Community Engagement constituency group)

2:15pm – 3:15pm
Mills 7, 4th Floor

Option 4: Findings from the New World Symphony

For the past five years the New World Symphony (NWS) has been presenting and researching alternate performance formats and their ability to attract and engage new audiences. This past season, the initiative expanded to include research with five U.S. orchestras also presenting alternate concert formats, and the research has produced some interesting findings. Results of their research, marketing and PR efforts and the potential benefits of alternate format programming will be explored.

Craig Hall, vice president for communications, New World Symphony

(A meeting of the Marketing, Groups 3-8 constituency group)

Wednesday, June 19

2:00pm – 3:00pm
Regency B, 2nd Floor

Option 1: The Case for Intrinsic Value

Join a conversation with Alan Brown, a leading researcher in the arts, to learn how to more effectively make the case for the intrinsic value of the arts in our communities.

Alan Brown, principal, WolfBrown Associates; Amanda Sauer, executive director, Tallahassee Symphony Orchestra

(A meeting of the Executive Directors, Groups 5-6 constituency group)

Mills 2, 4th Floor

Option 2: Best Practices in Planned Giving

This session will explore the nuts and bolts of planned giving from a small-budget perspective. What is it and how does it best fit in with your development program? What are some of the common gift vehicles that are available? Who are the best planned giving prospects? And what can you begin to do today to get started in planning giving?

*Leanne Ferfolia, director of development, National Philharmonic;
Lawrence P. Katzenstein, partner, Thompson Colburn LLP*

(A meeting of the Development Managers, Groups 3-8 constituency group)

2:00pm – 4:00pm
Mills 4, 4th Floor

Option 3: Beyond Rehearsal: Developing the Whole Musician

Today's young musicians must know the music as well as the business of music, including social media, fundraising, community engagement, education, and more. Because not all of our students are going to be professional musicians, it's important that they know about all of the other opportunities in music and beyond. This session will examine three different organizations' approaches to developing the "whole" musician. We will hear from leaders of the St. Louis Youth Orchestra about its newly launched, "Beyond Rehearsal" program, as well as from the LA Philharmonic's Youth Orchestra LA, and American Voices, an organization dedicated to cross-cultural engagement of young people.

*Jessica Ingraham, youth orchestra manager, St. Louis Symphony;
Bruce Kiesling, YOLA conductor, Los Angeles Philharmonic; Marc Thayer, deputy director, Association of American Voices*

(A meeting of the Youth Orchestra constituency group)

3:00pm – 4:00pm
Regency B, 2nd Floor

Option 4: Imagining our Future: A Conversation with Garry Golden

This is your opportunity to have a conversation with Garry and do some imagining about the role of orchestras in the future.

Garry Golden, futurist; Jane Kenworthy, executive director, Stockton Symphony

(A meeting of the Executive Directors, Groups 5-6 and Executive Directors, Groups 7-8 constituency groups)

3:00pm – 4:00pm
Mills 7, 4th Floor

Orchestrating Demand, Really.

Pain is relative, as they say. And when it comes to orchestras, the scale may be different, but the pain is similar. Growing

development needs. Finding more audiences. Growing pressure on ticket sales. Oh... and flat or shrinking marketing dollars. We all face these realities every day. Jeff Insco, Executive Creative Director at UPBrand and Jonna Robertson, Vice President of Marketing at St. Louis Symphony, will offer insights on strategy and creative execution you can use to elevate your results to rapturous applause.

Jeff Insco, president / executive creative director, UpBrand Collaborative; Jonna Robertson, vice president for marketing, St. Louis Symphony

(A meeting of the Marketing, Groups 3-8 constituency group)

Thursday, June 20

8:30am – 10:30am
Grand Ballroom B, 4th Floor

Option 1: Surprise & Delight

The Patron Growth Initiative has given us some fascinating insight into the customer experience. Many of your colleagues have been experimenting with Surprise & Delight benefits to engage audiences and donors – as discovered by Kate Prescott of Prescott & Associates, in her PGI research.

Jack McAuliffe, president, Engaged Audiences LLC; Charlie Wade, marketing consultant; additional faculty TBD

(A meeting of the Marketing, Groups 3-8 and Development, Groups 3-8 constituency groups)

8:30am – 10:30am
Mills 4, 4th Floor

Option 2: Music for All: Youth Orchestras Role in Promoting Music Education

Youth Orchestras have varied relationships with school music programs. However, few have tackled the question of what is possible when a youth orchestra partners with a district that doesn't offer school music. What can youth orchestras contribute to the alchemy that restores music education to public schools? San Diego Youth Symphony and Conservatory's Community Opus Project is discovering some of these special ingredients as it collaborates with one district to return music to the schools after a 15 year absence. Learn how this effort is informed by national trends in music education and is contributing to those trends.

Heather Noonan, vice president for advocacy, League of American Orchestras; Dalouge Smith, president & CEO, San Diego Youth Symphony and Conservatory

(A meeting of the Youth Orchestra constituency group)

9:00am – 10:30am
Sterling 1, 2nd Floor

Option 3: Development – Key Strategies for Successful Campaigns

League of American Orchestras

Paul Hogle, vice president of development, Detroit Symphony, will share key strategies that will make your development efforts more successful and fruitful. What is prospecting? Who does it? Who does “the ask”? Building donor trust and loyalty to the orchestra, and ensure board member accountability – making sure they do what they say they will do. Do not miss this session.

Paul Hogle, vice president of development, Detroit Symphony

(A meeting of the Executive Directors, Groups 7-8 constituency group)

Name badges for this event generously provided by TALASKE | Sound Thinking