

League of American Orchestras
2013 National Conference

**Executive Directors, Group 2
Constituency Meetings**
Constituency Liaison: Polly Kahn
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Group 2
Orchestra

Tuesday, June 18

1:30pm – 1:35pm
Mills 1, 4th Floor

Welcome and Overview of Our Time Together

Jim Ward, president & CEO, The Phoenix Symphony

1:35pm – 3:15pm
Mills 1, 4th Floor

**Discussion with Horst Abraham, faculty partner, Ross School
of Business, University of Michigan**

Driving seismic change.

Wednesday, June 19

2:00pm – 2:30pm
Mills 1, 4th Floor

IMA Discussion: Developing our Own Priorities

*Jim Ward, president & CEO, The Phoenix Symphony; IMA Group 2
rep*

2:30pm – 3:00pm
Mills 1, 4th Floor

IMA: Feedback to and Discussion with IMA Leadership Team

3:00pm – 4:00pm
Mills 1, 4th Floor

Findings from the New World Symphony

The New World Symphony has been attracting new audiences through alternative performance formats, and studying their through a variety of audience survey techniques – with good results around concert content design, marketing strategies, audience response, and development of a donor base for those between 30-45 years old. What are their results (including for other orchestras that have partnered in some of the experimentation), and what are the implications for other Group 2 orchestras?

*Howard Herring, president and chief executive officer, New World
Symphony*

Thursday, June 20

8:30am – 9:30am
Mills 1, 4th Floor

**Imagining 2023: A Discussion with Elizabeth Merritt, founder of
the Center for the Future of Museums and Richard Slaney,
head of digital innovations for the Philharmonia (U.K.)**

Peter Kjome, president and CEO, Grand Rapids Symphony

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9:30am – 10:30am
Mills 1, 4th Floor

Open Space: What are the Issues that are “Top of Mind” for You?

Discussion topics might include:

- Music Director Roles (Kathleen Van Bergen)
- Hopeful labor developments (Peter Kjome)
- And more

Sandi Macdonald, president & CEO, North Carolina Symphony

Executive Directors, Group 2 meetings are sponsored by Fisher Dachs Associates

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