

League of American Orchestras
2013 National Conference

Executive Directors, Groups 5-6
Constituency Meetings
Constituency Liaison: Jessica Balboni
jbaldoni@americanorchestras.org

Tuesday, June 18

1:30pm – 3:15pm
Regency B, 2nd Floor

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

Wednesday, June 19

2:00pm – 3:00pm
Regency B, 2nd Floor

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; moderator: Amanda Sauer, executive director, Tallahassee Symphony Orchestra

3:00pm – 4:00pm
Regency B, 2nd Floor

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; moderator: Jane Kenworthy, executive director, Stockton Symphony

(Shared with Executive Directors, Groups 7-8)

Orchestra

League of American Orchestras

Thursday, June 20

8:30am – 10:30am
Regency B, 2nd Floor

New Ideas Forum

Peer-to-peer roundtable discussion to share success stories and ideas that have worked for your orchestra in your community.

Topics to include:

- Creating new income streams through innovative programming, outreach and special events;
- Going beyond tradition to raise money and sell tickets in today's economic environment;
- How to keep our Board members and volunteers excited and motivated;
- Strategies for keeping our volunteer leagues on track and effective;
- Starting young professional groups;
- Social media strategies.

Rhonda Hunsinger, executive director, South Carolina Symphony

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