

League of American Orchestras
2013 National Conference

**Marketing, Groups 3 - 8
Constituency Meetings**
Constituency Liaison: Melanie Thibeault
mthibeault@americanorchestras.org

Relevance

Tuesday, June 18

1:30pm – 2:15pm
Mills 7, 4th Floor

Wins, Losses, and Updates

This is why we love Conference! Come gather with your colleagues to talk about what's been working (and what hasn't) over the past year.

2:15pm – 3:15pm
Mills 7, 4th Floor

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.

Michael Frisco, director of marketing, New World Symphony; Craig Hall, vice president for communications, New World Symphony

Wednesday, June 19

2:00pm – 3:00pm
Mills 7, 4th Floor

Research Rebooted: Turning Your Audiences into Innovation Partners

The old wall between marketing and the artistic 'product' that orchestras offer—the concert experience—is starting to show some cracks. As more ensembles ask questions about relevance and innovation, marketing people are helping their organizations think more responsively and creatively about audience engagement. Enter audience research 2.0, a new set of tools for making audiences and communities your partners in creating relevance. Join us for a conversation with three leading arts researchers about research methods that can shift the dialogue within your organization and help you develop engaging experiences for both new and existing audiences.

Peter Linett, chairman & chief idea officer, Slover Linett Audience Research; Kate Prescott, president, Prescott & Associates

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

Thursday, June 20

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

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

(Shared with Development, Groups 3-8)

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